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This past year, Egypt experienced vast and sweeping transitions that will profoundly impact the political, social and economic arenas in the coming era. To meet the pressing and expected demand for entrepreneurial and innovative private and public sector leaders, AUC’s School of Business embarked on an ambitious schedule of events, programs and partnerships that demonstrates our commitment to contributing conscientiously to the community. We also significantly invested in our academic, curricular and service infrastructure to refine and elevate the educational experience and lay the foundation for future growth.

I would like to highlight the school’s successful maintenance accreditation review visit by the Association to Advance Collegiate Schools of Business (AACSB) International. Renewed accreditation for the bachelor’s degree in management and accounting, as well as the MBA program, signifies that AACSB International has extended our accreditation for an additional full five-year cycle. At the executive education level, the Management Center earned accreditation from the Accrediting Council for Continuing Education and Training (ACCET), the result of a two-year process to achieve the U.S.-based quality management education recognition. I look forward to our continued growth and outreach through these important associations.

As part of the school’s commitment to recruiting and cultivating a faculty body with diverse expertise and experience, we enlisted 14 new full-time faculty members for this academic year. These faculty members quickly assimilated into the school’s fabric, and they contributed immensely through their research, teaching and service to our many accomplishments this year. Ayman Ismail, who filled the Abdul Latif Jameel Endowed Chair of Entrepreneurship, was named one of Egypt’s two most influential and inspirational figures in 2012 by the Forum of Young Global Leaders of the World Economic Forum. Kevin O’Connell joined our ranks as professor of practice and the 2011 - 2012 Willard W. Brown Chair of International Business Leadership.

Our institutional investment also yielded positive outcomes in terms of research quality and output. All three School of Business departments landed in the top five most productive departments in the 2011 AUC Annual Faculty Publications list. Alongside the School of Sciences and Engineering, the School of Business co-hosted the AUC Research Conference on Entrepreneurship and Innovation: Shaping the Future of Egypt, which highlighted research on entrepreneurship and innovation in education. Notably, we also hosted the series, Responsible

In addition, the school introduced new activities and programs that expand our curriculum profile into niche fields and provide students with hands-on professional exposure and experience in their chosen field. To this end, the school launched the MBA program with construction concentration and opened the inaugural application rounds for the Master of Science in finance and the Executive MBA (EMBA) programs. The Entrepreneurship and Innovation Program (EIP), which works to spread entrepreneurial awareness to all audiences, was also very active. EIP held a two-day event for entrepreneurial idea sharing and competitions that brought together several hundred luminaries of Egypt’s web scene. Among many diversified activities, EIP also held its own competition, Fekrety (My Idea), which promoted and encouraged entrepreneurial practice among young aspiring Egyptian entrepreneurs.

Our talented students once again outperformed expectations across their clubs, competitions and events. Clubs, such as the Entrepreneurs Society, the Finance and Investment Club, the Corporate Governance Club and the Model Business Association Consulting, put on popular events that tackled important issues and utilized the resources on campus to offer skill-building exercises for the school community.

As a leading academic institution, we aim for state-of-the-art programs that benefit not only our immediate constituents, but also society at large. This annual report is produced as a comprehensive review of our institutional and academic advancement and achievements, focusing on the school priorities. I hope the report raises your awareness of our recent developments and offers you a broad understanding of our long-term ambitions to expand AUC’s School of Business on regional, continental and global platforms.

Sherif Kamel

August 2012
Drawing on its inspired faculty, motivated students, dedicated staff and inventive alumni, the School of Business at The American University in Cairo brings its global reach to building Egypt in the 21st century.

With its strong emphasis on entrepreneurship and innovation, its increasingly active research programs and its multiple international partnerships, the school continues to provide rigorous curricula, in both its degree programs and its executive education platforms, in management, accounting, finance, marketing, economic development, information technology and entrepreneurship.

These efforts are poised to have even greater impact in the years to come, as Egypt welcomes creative and dynamic initiatives in job creation, investment opportunities and economic growth.

Under the able leadership of its dean, Sherif Kamel, AUC continues to produce and promote the next generation of socially responsible private-sector leaders in Egypt and the region. In both the new Egypt and across the fast-changing global business landscape, AUC’s School of Business is playing a crucial role in shaping our world.

President Lisa Anderson
The American University in Cairo
Year after year, the School of Business continues to play a vital role in the field of business education in general and entrepreneurship education in specific. The school is seen to be a pioneer in focusing on producing well-developed leaders who can have key impact on their communities. Visible efforts made by all constituents of the school are proving to be more and more rewarding by what is being achieved. I can see this from the kind of work the school has already accomplished, whether with regard to improving academic quality, advancement of research output, development of faculty and providing efficient services for students. I am confident that the school will persist in this same path of excellence, and I hope it achieves further success on national and international scales.

Provost Amr Shaarawi
The American University in Cairo
Vision

Becoming globally recognized as the leading business school connecting the region and the world
Mission

Create an environment that fosters the development of principled and innovative business leaders and entrepreneurs who can make a difference
DEPARTMENTS

Department of Economics (ECON)
Department of Management (MGMT)
Department of Accounting (ACCT)

EXECUTIVE EDUCATION

Management Center (MC)
Citadel Capital Financial Services Center (CCFC)
Goldman Sachs 10,000 Women Entrepreneurship and Leadership Program (WEL)
International Executive Education Institute (IEEI)
CENTERS AND PROGRAMS

Business Computer Center (BCC)

El-Khazindar Business Research and Case Center (KCC)

Access to Knowledge for Development Center (A2K4D)

Entrepreneurship and Innovation Program (EIP)

ADVISORY BODIES

Dean’s Strategic Advisory Board

School of Business Council

Management Center Advisory Council

El-Khazindar Business Research and Case Center Internal Advisory Board

Entrepreneurship and Innovation Program Council
ASSOCIATION TO ADVANCE COLLEGIATE SCHOOLS OF BUSINESS (AACSB) INTERNATIONAL
The School of Business first acquired AACSB accreditation in 2006 and received a renewed five-year accreditation in 2011.

ACCREDITING COUNCIL FOR CONTINUING EDUCATION AND TRAINING (ACCET)
AUC’s Management Center was granted five years of ACCET accreditation in 2011.

MIDDLE STATES COMMISSION ON HIGHER EDUCATION (MSCHE)
Institutional accreditation status is granted for a period of 10 years, with a midway periodic review. The University was granted renewal in 2008.

NATIONAL AUTHORITY FOR QUALITY ASSURANCE AND ACCREDITATION OF EDUCATION (NAQAAE)
AUC as a whole is accredited. The Department of Management began its accreditation process and submitted the report in 2012.

SOCIETY FOR HUMAN RESOURCE MANAGEMENT (SHRM)
The curriculum of the Professional Postgraduate Diploma in Human Resource Management offered at the Institute of Management Development, Management Center, has been certified by SHRM to be in line with the SHRM human resource curriculum guidebook and templates.

SUPREME COUNCIL OF UNIVERSITIES (SCU)
All degrees from the School of Business are eligible for equivalency certificates issued by the Egyptian SCU. Degrees are evaluated every three years.
In progress:

**ASSOCIATION OF MBAS (AMBA)**
The AMBA accreditation application has been accepted and advanced to the pre-assessment stage in 2012. Work is in progress for the completion of the self-assessment form.

**EUROPEAN QUALITY IMPROVEMENT SYSTEM (EQUIS)**
The school has successfully passed the first level in the EQUIS accreditation process. It is a two-tier process (eligibility and completion).
MEMBERSHIPS

Association of African Business Schools (AABS)

European Foundation for Management Development (EFMD)

Graduate Management Admission Council (GMAC)
The MBA team registered with GMAC and applied for membership in August 2012.

Principles for Responsible Management Education (PRME)

The Academy of Business in Society (EABIS)
The School of Business was ranked first in Egypt and second in Africa by Eduniversal (2011).

The MBA program was ranked by Forbes Middle East as top in the region (2012).

The MBA program ranked second in the Middle East and Africa, according to QS Global World’s Top 200 Business Schools Report (2011).

“To those who do not aspire, AUC’s School of Business is merely a body of classes. To those who tread aimlessly, AUC’s School of Business is even considered a burden. However, for those individuals who yearn for success and are compelled to undoubtedly excel, AUC’s School of Business is the quintessential first step; it provides a well-rounded suite of diverse classes, career-relevant extracurricular activities and opportunities to participate in global business competitions. I can proudly label it as the epicenter of business education in the Middle East and North Africa region. Nevertheless, let us remember that perfection is unattainable, for there will always be room for improvement and development.”

Ahmed Ismail Khairat

Master of Science in finance and economics, London School of Economics; Bachelor of Arts in economics, School of Business, The American University in Cairo

President’s Cup recipient, Fall 2011
SCHOOL EVENTS
HIGHLIGHTS OF THE YEAR
**Dean’s Chat**

“What’s Next?”

(November 23, 2011)

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**Meet the CEO**

Distinguished Visiting Professor, School of Business, Dennis Galletta, professor of information systems and director, Katz PhD program, University of Pittsburgh (October 2, 2011)

Suresh Narayanan, chair and chief executive officer, Nestle Egypt; head, North East African Region, Nestle (May 6, 2012)

Graduate Honors Assembly

Mohamed Sami, vice president, Procter & Gamble Fabric Care Western Europe

(May 17, 2012)

Spring 2012 Undergraduate Honors Assembly
MBA Debate

“Meet the Entrepreneur: Opportunities and Challenges” (November 16, 2011)
Hosted and moderated by Tarek Hatem, professor of management, the debate included Tarek Sryo, board member of SASCO Group, and Hind Wassef, founder of Diwan Bookstores, who talked about the challenges they faced as entrepreneurs and how they are managing their businesses.

“Corporate Social Responsibility, Entrepreneurship and Corporate Governance: Toward a Sustainable Egypt” (March 14, 2012)
Students and faculty members from The George Washington University joined the debate, as the continuation for their study-tour program. Moderated by Ahmed Abdel-Meguid, assistant professor of accounting, and Hamed Shamma, assistant professor of marketing, the discussion featured Mohamed El Sawy, chief executive officer of Encon Group; Ahmed Ragab, an independent management consultant; Raghda El Ebrashi, AUC alumna and founder of Alashanek Ya Balady nongovernmental organization; and Ayman Ismail, assistant professor and Abdul Latif Jameel Endowed Chair of Entrepreneurship at AUC’s School of Business.
**IT FORUM**

**Dennis Galletta**, professor of information systems and director of the doctoral program at the Katz Graduate School of Business, University of Pittsburgh (October 2, 2011)

“Don’t Forget about Human Factors in System Development”

**Panel: Abdullah Assal**, founder of offerna.com; Mostafa Abou El Nasr, founder and chief executive officer, Bebasata.com; Aly Rafei, founder of Bey2ollak application; Eman Adel, owner of Forever Shine online company (November 2, 2011)

“Online Business: Stories of Internet Entrepreneurs in Egypt”

**Wael Ghonim**, political activist; former Google marketing manager for the Middle East and North Africa; founder, NABADAT nongovernmental organization (November 16, 2011)

“Education 2.0: With Technology We Can Make a Difference”
Junichi Lijima, professor, Department of Industrial Management of Engineering; vice dean, Graduate School of Decision Science and Technology, Tokyo Institute of Technology, Japan (February 29, 2012)

Amr Badr El Din, adjunct professor of information systems, School of Business, AUC, (March 21, 2012)

John Gunson, visiting professor at Fayoum University; chair, Health Informatics and Health Sector Project Management (April 5, 2012)
Transforming Egypt Seminar Series

“The Power of Social Networks” (October 3, 2011)
Dennis Galletta, professor of information systems and director of the doctoral program at the Katz Graduate School of Business, University of Pittsburgh

Video Link Initiates Dialogue Between AUC and Qatari Students on the Egyptian Revolution (October 30, 2011)
Moderated by Nagla Rizk, associate dean of graduate studies and research, the discussion focused on the Egyptian revolution, its aftermath and the impact of both on Egypt’s future.
Ekne3ney Shokran
(July 3, 2012)
The first economic debate in Arabic, moderated by Ahmed Ezzat, co-founder of Ekne3ney Shokran initiative, addressed the motion: The government should play a major role in production. Arguing for the motion was Abdelkhalek Farouk, head of the Nile Center for Economic and Strategic Studies. Ahmed Kamaly, chair of AUC’s economics department, argued against the motion. The debate was aired through ONTV channel. Partners included AUC’s School of Business, represented by Nagla Rizk and Samer Atallah, as well as PriceWaterhouseCoopers, represented by Tarek Mansour and Ashraf El Katib.

Open Debate Forum

Open Debate Forum
(February 19, 2012)
The Department of Economics organized an hour of reflection on thoughts and concerns regarding the current and future situation of the country. Economics students were encouraged to initiate any discussion topic that they deemed important with regard to Egypt.
Hosted/Organized Events

Responsible Business Schools in Challenging Times: Toward Creating a Sustainable Entrepreneurial Ecosystem in Africa and the Middle East

(October 1 - 4, 2011)

Events included:

- **Association of African Business Schools (AABS) Board Meeting**
  This was the first time the board meeting was held in Egypt, as AUC’s School of Business is the only representative of Egypt and the Arab region in AABS.

  Attendees included deans of business schools, faculty members, students, entrepreneurs, representatives and corporate executives. More than 40 speakers represented 10 different countries: Egypt, Germany, Holland, Jordan, Lebanon, Nigeria, Qatar, Spain, Turkey and the United States.
The effort of AUC’s School of Business in promoting the Principles for Responsible Management Education (PRME) and sustainability at large was acknowledged in The Inspirational Guide for the Implementation of PRME: Placing Sustainability at the Heart of Management Education. The guide was produced on the occasion of the third Global Forum for Responsible Management Education and the Rio+20 Earth Summit, which took place in Rio de Janeiro, Brazil (June 2012). The case story titled “Seizing Opportunities in Challenging Times: The Story of the First PRME MENA Regional Forum” showcased the success of the first PRME forum in the Middle East and North Africa region, “Entrepreneurship – Sustainability – Transparency: Promoting Responsible Management in a Changing Region” (October 2011). The story was compiled by Ahmed Abdel-Meguid, assistant professor of accounting and the school’s PRME liaison.
Hosted/Organized Events

- **The Business Schools Roundtable on “Food Crisis Challenges and Opportunities for Supply Chain Excellence in Africa”**
  Attendees included deans from more than 15 different schools spread across Africa, Asia and Europe, in addition to senior executives from the corporate world, as well as food and logistics business sectors operating in Egypt and the Middle East and North Africa region. Huseyin Avni Botsali, Turkish ambassador to Egypt, delivered the keynote speech. *The events were supported by the Arab African International Bank as a platinum sponsor and The Bakery Shop as an entrepreneurial sponsor.*

**Fourth Euro-African Conference in Finance and Economics (May 7 - 9, 2012)** The Euro-African Conference in Finance and Economics (CEAFE) brought together 33 institutions from 13 different countries. World-renowned scholars were invited as keynote speakers: François Bourguignon, director of the Paris School of Economics and former chief economist of the World Bank; AUC alum Mahmoud El Gamal, professor at Rice University; and John Muellbauer, professor at Nuffield College, University of Oxford. The event was co-sponsored by Angola Business School, CORE - Université Catholique de Louvain, Ecole Polytechnique de Tunisie, Economic Research Forum, GREQAM- Université d’Aix-Marseille, Institut Français d’Egypte, Management Center, NOVA School of Business and Economics, Paris School of Economics and Université Paris 1-Panthéon-Sorbonne. It received additional sponsorship from the *Journal of Applied Econometrics.*
“Egypt’s Economic Woes: Fact or Fiction”
(March 9, 2012)
The Behind the Headlines media roundtable attended by several Egyptian and foreign journalists, and was moderated by AUC alumnus Khaled Dawoud, assistant editor-in-chief of *Al Ahram Weekly* and correspondent for *Al Ahram* newspaper in Washington. A panel composed of Galal Amin, professor emeritus; Abdelaziz Ezzelarab, professor of political economy; Mohamed Al-Ississ, assistant professor of economics; and Monal Abdel Baki; assistant professor of economics, discussed the challenges confronting Egypt’s financial systems and the mechanisms required to resuscitate its market in the coming period.

**AUC Research Conference: Entrepreneurship and Innovation: Shaping the Future of Egypt**
(April 17 - 19, 2012)
The conference was organized jointly by the School of Business and the School of Sciences and Engineering; co-chaired by Nagla Rizk, associate dean of graduate studies and research, and Hassan Azzazy, professor of chemistry. Distinguished keynote speakers were Shailendra Vyakarnam, director of the Centre for Entrepreneurial Learning, Judge Business School, University of Cambridge; and Andrew David Penaluna, chair of creative entrepreneurship, Swansea Metropolitan University. Discussions included notable academic speakers, as well as Egyptian practitioners and entrepreneurs. The conference hosted a student competition open to high school, undergraduate and graduate students from all over Egypt, and an *Entrepreneurship and Innovation* exhibition. A number of initiatives and collaborative agreements emerged from the conference, which welcomed more than 250 attendees.
Hosted/Organized Events

Dean’s Strategic Advisory Board
Third Annual Meeting and Dinner
(May 27 - 28, 2012)
The third annual Strategic Advisory Board meeting discussed possible affiliations, past events and activities, as well as the board’s new structuring. Three new members joined the board; Ahmed El Alfi, founder and chair, Sawari Ventures, Egypt; Mona El Baradei, executive director of the Egyptian Banking Institute, Central Bank of Egypt; and Khaled Ismail, chair, Endeavor Egypt.

“Studying for Master of Arts in business at AUC changed my perspective of what education, learning and application of theory mean. When I started my PhD at the University of Stockholm, I very quickly realized that I was as prepared for pursuing graduate studies as alumni from the leading universities worldwide. As a faculty member at AUC’s School of Business, I am constantly energized by the continuous improvement in our curriculum, establishing collaborations with other institutions, being ranked amongst the top schools in the region and taking active strides to realizing our vision. I am especially proud of our graduates. Wherever I go, I almost always find one of my students in a leadership position. Many tell me how their business education at AUC helped them think, grow, innovate and have an entrepreneurial spirit.”

Mohga Badran ’75
Professor and Chair, Department of Management, School of Business, AUC
International Visitors

**Folk och Försvar Study Tour to Egypt**

(March 14, 2012)

Karim Seghir, associate dean of undergraduate studies and administration and assistant professor of economics, presided over a discussion on Egyptian economic challenges between distinguished professionals from the Swedish nongovernmental organization Folk och Försvar (Society and Defense), Society and Defense, and a group of students and faculty members from the School of Business. Folk och Försvar consists of representatives from various spectra of Swedish society. This includes journalists, parliamentarians and representatives from more than 60 member organizations, as well as different authorities such as the armed forces, governmental offices and think tanks.

**Association of African Business Schools Deans’ Study Tour**

(June 5 - 6, 2012)

The visit included deans and directors from South Africa, Ghana and other countries. Delegates explored the school with a focus on management, faculty development and executive education. During the event, the School of Business presented the project it initiated and is leading, Regional Training Program: Challenges and Opportunities for Food Supply Chain Excellence in Africa. The delegates also met with deans and directors of other schools and centers at AUC.
Spouses of Heads of Mission
(April 24, 2012)

The School of Business welcomed 21 spouses of heads of missions appointed in Egypt. The daylong visit started by a campus tour, followed by a welcome from AUC President Lisa Anderson, who delivered a lecture on the University’s objectives as an academic institution and how it aims to cater to society at large. Nagla Rizk, associate professor of economics, associate dean of graduate studies and research at the School of Business and director of the Access to Knowledge for Development Center, delivered a lecture titled “Access to Knowledge: Freedom of Information and Egypt’s Revolution.”
Participation in Local, Regional and International Events

Third International Exhibition and Conference on Higher Education
(April 17 - 20, 2012)

Saudi Arabia’s Ministry of Higher Education hosted its third annual convention International Exhibition and Conference on Higher Education (IECHE), which is ranked as the top convention on higher education within the Middle East. There were around 440 exhibitors from more than 30 countries, and more than 270,000 participants. Karim Seghir, associate dean of undergraduate studies and administration, represented the School of Business at the event, providing information and presenting a seminar on the school, which is the first academic institution to participate in this exhibition as Egypt’s representative.

2011 European Foundation for Management Development (EMFD) Conference in the Middle East and North Africa Region
(November 13 - 15, 2011)

Sherif Kamel, dean of AUC’s School of Business, chaired the EMFD conference, which was hosted by Ecole de Management in Casablanca. Its theme focused on the challenges and opportunities presented in the new Middle East and North Africa (MENA) region. Nagla Rizk, associate dean of graduate studies and research, and Karim Seghir, associate dean of undergraduate studies and administration, led the discussions around research relevance and funding. In addition, Graham Harman, associate provost for research and administration, discussed research in the MENA region.
Internal Events

Orientation for New Faculty (September 6, 2011)

Celebration of five-year renewal of accreditation by AACSB and the Management Center being granted five-year accreditation by ACCET, hosted by President Lisa Anderson (May 6, 2012)

Faculty and Staff Meeting (February 14, 2012)

Second Sports Day (May 8, 2012)

Staff Gathering (April 3, 2012)

Second Annual Retreat for Faculty and Staff (May 10 - 11, 2012)
“In line with The American University in Cairo’s historical growth and unique approach to education that adjusts to the needs of an ever-changing world, AUC’s School of Business this year faced head-on the myriad trials and tribulations introduced by Egypt’s post-Arab Spring growing pains. We adapted and excelled by investing in academic and institutional capital: promoting innovation in curricula, faculty training, teaching methods, research and executive education that move beyond the conventional boundaries of management education.

This tailored education equips students with the forward-thinking ingenuity necessary for navigating the modern globalized economy, whether as business leaders or through the pursuit of graduate studies at top universities.

The dedicated teamwork of our distinguished faculty, bright students, committed alumni and advisory board, talented staff and valued friends produced numerous and noticeable advancements: acquiring and maintaining accreditation, achieving research and publication milestones, cultivating student distinction, supporting a broad range of extracurricular activities, hosting acclaimed speakers and events, creating avenues for academic and professional partnerships with top institutions, launching exciting new courses and programs, and nurturing an international learning experience.

These gains encouraged students to actively participate in their own personal and professional development processes, both through on-campus extracurricular activities and by attending prestigious international conferences and competitions. They also raised the profile of our esteemed faculty, supporting recruitment and opening paths for regional and global partnerships and research. Furthermore, these achievements facilitated our mission to promote regional entrepreneurship-friendly economies; to sustain and link the region to the global business community; and to educate ethical leaders, innovators and entrepreneurs who know how to create lasting values.

I would like to congratulate our stakeholders for these remarkable achievements that contributed to our drive to the forefront of regional and global business and economics expertise. I am confident that our upward trajectory leads to the ranks of the top, world-class business schools.”

Karim Seghir
Associate Dean of Undergraduate Studies and Administration
Assistant Professor of Economics, School of Business, AUC
ACADEMIC PROGRAMS
AND STUDENT LIFE
“I have been a member of the board of AUC for nearly 20 years and have seen liberal arts thinking applied to business concepts evolve from several courses at the University to a drive to create the new business school due to the energy, passion and enormous appetite for creativity and hard work demonstrated by its founding dean. The local and international reputation of the school has grown significantly, seemingly overnight, and it will continue to be a magnet for business creation and transformation in Egypt and the region.”

Peter Giblin
AUC Trustee
NEW ACADEMIC PROGRAMS

Master of Science in Finance
The school launched its Master of Science in finance (MSF) program, which targets students with multidisciplinary interests who seek to acquire the financial know-how to excel in careers related to finance. Designed to attract sophisticated and collegial participants, the program primarily caters to individuals interested in pursuing careers in the fields of investment banking, corporate finance, financial analysis and portfolio management, in addition to institutions involved in the trading of financial instruments. The two-year program trains its students to acquire in-depth financial knowledge and rounds them as finance professionals who can interpret the industry's best relevant decisions and effectively implement them to meet market demands.

Executive Master of Business Administration
In 2012, the School of Business launched the globally oriented Executive Master of Business Administration (EMBA) program. The program will start in February 2013, and graduation will be in May 2014. The EMBA program is designed for well-established executives with at least eight years of work experience who are engaged in global business. Leading international faculty members will challenge participants to reflect on their experiences. The program includes two live-in weeks at the Kellogg School of Management and Hong Kong University of Science and Technology, which will immerse participants in an international setting that will transform them and their businesses. The Center for Creative Leadership will also work with participants to formulate a personal development journey to bring out the best of their leadership qualities.
Undergraduate Students

Office of Student Services
The Office of Student Services (OSS) offers opportunities for business students to gain real-world experience and explore a variety of career fields through exchange programs, internship opportunities, international competitions and student-related conferences. The mission of the office is to “help students become the best possible versions of themselves.”

Student Mentoring Board
The board was initiated in Spring 2012 to provide assistance and guidance to undergraduate students who are interested in enhancing their academic development and career potential. Board members are considered life counselors, expressing interest in all aspects of the student’s life, contributing to the task of career counseling and preparing for the steps that a student will undertake after the graduation handshake.

Complaint/Student Communication System
The system was introduced in Spring 2012 to enhance the quality of services offered by OSS by providing customized solutions to students.

New Student Orientation Program
The program was introduced in Spring 2012 to facilitate the integration of newly declared students into the dynamic environment of the School of Business.

Majors Campaign
The school introduced its first majors campaign on campus in Spring 2012 to introduce undeclared students to the majors offered by the school, as well as provide career guidance and services. Competitions and prizes were presented at the event.
### Internships

OSS and AUC’s Career Center (CAPS) have continued conjointly to furnish students with paths into significant internship opportunities.

Off-campus internships and competitions offered by OSS in collaboration with the Career Center are diverse. Participating students include:

<table>
<thead>
<tr>
<th>Company/Magazine</th>
<th>Students</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Abraaj Group</strong></td>
<td>Hannah Mohsen Abdel Baki</td>
</tr>
<tr>
<td><strong>ALROWAD - Dynamics Management Consulting</strong></td>
<td>Sherin Mohamed Elzant</td>
</tr>
<tr>
<td><strong>American Chamber of Commerce in Egypt</strong></td>
<td>Dina Essam Mohamed Abdelfatah Kamaly</td>
</tr>
<tr>
<td><strong>Ayad Sons France</strong></td>
<td>Sandy George Ayad Zaki</td>
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<tr>
<td><strong>Bank Audi</strong></td>
<td>Caroline Fouad</td>
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<tr>
<td><strong>Bank of Alexandria</strong></td>
<td>Ahmed Muhammed Ibrahim Monica Nader Ayad Nora Khaled El Defrawy Sherin Mohamed Elzant</td>
</tr>
<tr>
<td><strong>Beit Al Karma Consulting</strong></td>
<td>Alia Nabil Ahmed Abdelmoati El Tayebi</td>
</tr>
<tr>
<td><strong>BNP Paribas Bank</strong></td>
<td>Farah Nader Mohamed Gouda Salma Mohamed Nashwan Abdel Motaleb Abdel Dayem</td>
</tr>
<tr>
<td><strong>BP Egypt</strong></td>
<td>Alya Hassan Nassif Farid Walid Nabrawy Mireille Ashraf Aziz Yasmine Hossam Elhuseiny Yasmine Sherif Abouhussein</td>
</tr>
<tr>
<td><strong>Corporate Leasing Company Egypt S.A.E. - Corplease</strong></td>
<td>Christena Kamil Saadalla Christine Fathy Ragheb Hanna Farah Mohamed Khaled Ahmed Farrah Hassan Ayoub Mahmoud Ashraf Tialab Remon Reafat Soliman Sherin Mohamed Elzant</td>
</tr>
<tr>
<td><strong>Credit Agricole Egypt S.A.E.</strong></td>
<td>Magy Magdy Yacoub Rana Hisham Saleh Silvana Gamal Philip</td>
</tr>
<tr>
<td><strong>Dar Al Kaf Children’s Magazine</strong></td>
<td>Farah Mohamed Hazem Labib Shurrab</td>
</tr>
<tr>
<td><strong>Dubai Events and Promotions Establishment</strong></td>
<td>Norhan Mohammad Abd El-Haleem</td>
</tr>
<tr>
<td><strong>EFG-Hermes</strong></td>
<td>Mohamad Fouad Saleh Nathalie Adel Ghattas</td>
</tr>
<tr>
<td><strong>Egyptian Child Care Corporation - EC3</strong></td>
<td>Farah Ashraf Talaat Ibrahim Nouran Ashraf Yehia</td>
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Endeavor Egypt
Engy Saleh Saleh

Fortune Promoseven
Ahmed Mohamed Hassan Aly Khattab
Farrah Hassan Ayoub
Hana Mohamed Sherif Wahby
Lina Ahmed Yehia Abdel Latif
Mai Amr Abdel Hafez
Mai Mahmoud Sobhi Khattab
Mariam Sami Ghabrial
Nadine Khaled Farrag
Rania Mamdouh Abd El Naeem
Sahar Mohamed Arafa
Sana Sajjad Hussain
Sherin Mohamed Elzant
Yasmine Sameh Ahmed

Good Day Trade
Sherif Mahmoud Ali Mohamed El Newehy
Norhan Mohammad Abd El-Haleem

Google Egypt LLC
Ahmed Amr Elhalaby

HSBC Bank Egypt S.A.E.
Amal Khaled El-Shehaby
Hadeel Marwan Mamdouh Elmasry
Tasneem Essam Farahat

IBM Egypt
Ramy Joseph Tadros

Incotrace
Malak Tarek Ahmed Amin Said

Kareerak
Mennat Allah Nasr Atwan

Logic Management Consulting
Youssef Hassan Abdel Aal

M Graphic International
Christeena Kamil Saadalla

Mars Egypt
Zena Alaa Eldin Mohamed Bseiso

McKinsey & Company
Mariam Essam Allam

Microsoft Egypt
Ahmed Amr Elhalaby
Mai Kamal Kholosy

MTI Consulting
Ahmed Amr Elhalaby
Ahmed Muhammed Ibrahim
Ahmed Nabil Abdel Hafez Mostafa
Amir Salem Ibrahim Salem Ghanem
Mai Mohamed Emad Saleh El-Said Hussein
Nesma Adham Barakat
Omar Ali Mohamed Barakat Abou Seif

Nahdet El Mahrousaa
Mariam Nagy Emile Moussa

NAMRU
Evline Alfred Meshreky

Nestle Egypt S.A.E.
Aya Khaled Saber
Basma Ashraf Ibrahim
Farah Ahmed Mohamed
Maged Ali Abdel Aziz El Tobgi
Mai Amr Abdel Hafez
Muhammad Nouman Hassan El Garem
Sahar Mohamed Arafa
Shady Aleyeldin Osman

Next PUD
Nadine Khaled Farrag

Orascom Construction Industries
Farah Ashraf Talaat Ibrahim

PricewaterhouseCoopers LLC
Omar Mostafa Elhayawan

Procter & Gamble Egypt
Farida Khaled Osman Zaki
Hanzada Osama El Shihy
Lana Ashraf Mohamed Aly Rabie
Noaman Mohamed Abdel Rahman
Nour Mohsen Mohamed Abbas Zaki
Rania Mamdouh Abd El Naeem
Shady Shahir Raouf Shafik Ghaly

Reckitt Benckiser Arabia FZE
Mennatallah Mohamed Hagrass Ahmed
Nouran Alaa Aly Sayed Ahmed

Rocket Internet
Nancy Alaa El-Din El-Mahallawy
Omar Mahmoud El-Sayed Hamdalla
“The School of Business is always setting new standards that enable its students to attain their ultimate academic and developmental goals. With a focus on preparing leaders and entrepreneurs, the School of Business has established its position as a trusted and indispensable source of knowledge and support to all its students through its determination to provide them with ongoing support and guidance throughout their journey within and beyond AUC. I am honored to be a part of this dynamic, innovative team that enthusiastically works together toward excellence with a passion.”

May Ibrahim Ramadan ’99
Senior Manager, Office of Student Services, School of Business, AUC
Accounting Students Visit to PricewaterhouseCoopers
(December 6, 2011)

As part of the school’s ongoing efforts to maintain a growing relationship with industry, Ahmed Abdel-Meguid, assistant professor of accounting, arranged a field trip for 30 accounting students to visit PricewaterhouseCoopers (PwC). The visit included a series of presentations and discussions with PwC personnel, including Tarek Mansour, Egypt senior partner; Nabil Diab, risk assurance partner; Mohamed Fouad, assurance partner; Amr El Monayer, international text services partner; Veronica Yow, corporate responsibility manager; and Salma El Shabrawy, risk assurance associate.

“Being a part of the School of Business for the past four years has been an incredible journey. Seeing the evolution of the school prompted by enthusiastic and passionate members was fascinating. I am proud to have belonged to such an amazing family and grateful for the opportunities it has generously granted me.”

Nathalie Alphonse
Student, Finance Major
STUDENT CLUBS

With School of Business Faculty Advisers

Accounting Link Club
Faculty Adviser: Khaled Samaha, assistant professor of accounting

Young Tax Professional of the Year 2012 – Our Search for Tomorrow’s Tax Talent
(March 30, 2012)
The competition was held under the auspices of the School of Business and in cooperation with Ernst & Young. Ahmed El Sayed, tax partner at Ernst & Young, delivered the welcome speech. Divided into two stages, the competition was first held at AUC New Cairo, with students from Cairo, Ain Shams and Misr International universities, as well as AUC. Students attended sessions in preparation for the competition and were given assessments. The top four performers were chosen and gave presentations to a panel of judges including Khaled Samaha, assistant professor of accounting; Khaled Dahawy, professor of accounting; as well as Ernst & Young partners and managers. Kariman Kordy, finance student at AUC, was awarded second place in the competition. The final ceremony took place in Boston, where finalists worked closely with people from different cultures and backgrounds.

Association for Information Systems (AIS) Student Chapter
Faculty Adviser: Dina Rateb ’84, associate professor of management information systems

AIS Student Chapter Award, International Conference on Information Systems
(Shanghai, China, December 4 - 7, 2011)

GPA Calculator
The AIS students devised a tool, GPA Calculator, which enables students to calculate, forecast and simulate their GPA after adding the anticipated grades in their future courses, along with their current GPA and total credit hours earned so far. Moreover, the results could be exported to an Excel sheet where they can keep it as a record for later use. http://my.aucegypt.edu/GPACal.html

Mini Conference for the Management of Information Systems Graduating Class (May 5, 2012)
The AIS chapter held a mini-conference for the Management of Information Systems (MIS) graduating class. Professionals from the IT industry gave their insight on the need for continuous innovation in the field, and provided feedback to the four MIS graduating senior presenters. Participants included Ahmed El-Gholmy, marketing manager, Apple Egypt Authorized Dealer; Amr Talaat, country general manager, IBM, Egypt; Khaled El Attar, software group manager, IBM, Egypt; Hisham El Shishiny, manager, IBM Advanced Technology and Center for Advanced Studies in Cairo; Sara Youssef, business analyst and technical sales, IBM, Egypt; and Karim El Fateh, general manager, Intel Egypt.
Main activities included:
Exchange program; alumni event; launching the Outgoing Global Community Development Program to recruit exchange participants from AUC to travel abroad

Incoming Global Community Development Program: Implementing five different projects to develop the country and recruiting interns from abroad to help as volunteers in order to have a cultural integration experience
- Project Horreeya: Focused on human rights
- Project MaD: Focused on schools
- Project Think Green: Focused on the environment
- Project Leave Your Fingerprint: Focused on underprivileged children
- Project Paint a Clean Environment: Focused on promoting the environment though art

Talent management initiatives, including a public speaking event delivered by Adham Abdelsalam (Nile FM radio host); a two-day training to AIESECers and non-AIESECers, delivered by AIESEC alumni in the corporate world; and a customer relationship management (CRM) session delivered by a trainer from Germany.

Corporate Governance Club (CGC)
Faculty Adviser: Ahmed Abdel-Meguid, assistant professor of accounting

The Corporate Governance Club (CGC) was supported by:
Technical Sponsors: PricewaterhouseCoopers and the Egyptian Institute of Directors

Second Annual CGC Competition on Fraud: The Dark Side of Business
(October 13 - 15, 2011)
During Fall 2011, CGC events revolved around the issue of fraud. The club began with an anti-cheating campaign under the slogan, "If You Cheat to Win, You Lose. From October 13 to 15, 2011, CGC hosted 120 students from AUC, Ain Shams, Cairo and Misr International universities. Speakers at the opening session included Ahmed Abdel-Meguid, assistant professor of accounting; Ahmed Kamaly, associate professor and chair of the Department of Economics; Hossam El Besher, partner, Grant Thornton; Mohamed Hilal; Mohamed T. Khaled, managing partner, BDO Khaled & Co; and Nabil Diab, partner and regional internal audit leader, PricewaterhouseCoopers.
The event concluded with a qualifying exam, followed by a speed-based competition in which top participants were awarded monetary prizes. Moataz Mehallel, accounting senior and CGC president, led the CGC crew.

Third Annual CGC Competition: A New Business Environment for a New Egypt (March 8 - 10, 2012)
The competition included Ain Shams University, Cairo University, the British University in Egypt, Sadat University, Helwan University and The American University in Cairo. Amongst a pool of 1,000 applicants, 30 students were selected respectively from each university. Ashraf El Sharkawy, chair of the Egyptian Financial Supervisory Authority and chair of the Egyptian Institute of Directors (EIoD) board of trustees, delivered a speech. Karim Seghir, associate dean of undergraduate studies and administration at the School of Business, delivered a lecture. The ceremony was moderated by Ahmed Abdel-Meguid and Noaman Khalid Samir, acting CGC president. AUC came in first, whereas the British University in Egypt and Ain Shams University drew a tie in second place. The guest speaker at the closing ceremony was Mohamed El Sawy, Corporate Social Responsibility (CSR) committee head at the Egyptian Junior Business Association.

CGC Ambassador Program
Launched during this academic year, the program aims at expanding the scope of CGC by establishing a network of representatives in other governmental and private academic institutions. CGC ambassadors act as liaisons between the CGC-AUC team and CGC members at other universities.

“It’s all about the culture! I personally believe that the School of Business at AUC is a very unique environment, which elegantly meshes privileges of academia such as scholarly freedom, inquisitive research, and the honorable quest to learn and teach others with positive traits of any successful ‘business’ entity such as a clear vision, strong leadership that fosters empowerment, well-defined goals and pronounced teamwork. The notions of continuous improvement and quality assurance are being engraved in everything we do. In such a setting, successes quickly become stepping stones toward more ambitious goals. Being a faculty member at the School of Business is simply enjoyable.”

Ahmed Abdel-Meguid
Assistant Professor, Department of Accounting; Founding Faculty Adviser, Corporate Governance Club, School of Business, AUC
Second-Annual Jamboree Day
Jamboree means to engage in noise-making activities. During the fair, student entrepreneurs sold their products and services, and performed public relations stunts in order to raise interest in their budding businesses. The Entrepreneurs Society accepted 25 business proposals for the Jamboree, and set up a booth-rotating system to ensure a fair and diverse experience. Students paid LE 200 for one full day, LE 350 for two days and LE 500 for four days. A total of 12 booths were rented, and about half of them profited up to LE 6,000. The entire process gave students practical entrepreneurial experience to exercise their ideas in a less risky environment.

Junior Business Plan Contest Fosters Young Entrepreneurs
As part of the Business Plan Competition, held annually by ES, the club held its first Junior Business Plan competition, inviting high-school students to present pioneering solutions for pressing issues in Egypt. First-prize winners tackled the burdensome issue of private tuition sessions in Egypt’s public schools through a project called Tafawoq (Excellence), which was presented by students from Hayah International Academy. The Locator came in second, which was also presented by Hayah International Academy students. An awards ceremony was held to recognize the winners, who received certificates of appreciation. Other teams were honored and presented with various awards including the Social Entrepreneurship Award, the Most Dedicated Award and the People’s Choice Award. A team of eight moderators from the Entrepreneurs Society held after-hour mentoring sessions at Hayah International Academy and El Alsson British and American International School. Eleven teams participated from both schools.

The Hit Innovation Competition at AUC
ES, under the supervision of the School of Business and in cooperation with Souq.com, introduced a new product innovation competition titled The Hit. The Hit is a new initiative that caters to students who express interest in developing a product or business. The competition encouraged participants to create and implement their proposed projects, with the potential of being sold via Souq.com. The event featured guest speakers including Sherif Nagui, consultant at Booze and Company; Omar Soudidi, chief executive officer and general manager of Souq.com; Con O’Donnell, entrepreneur, media mentor and founder of http://books. com.eg; and Abdel Hamid Sharar, trainer and founder of Adams training company. The top 16 performing teams were selected by the panel of judges, in addition to the solicitation of online voters. Consequently, these teams were to set up a fully developed marketing campaign plan to ensure the effectiveness of the branding of their products. Six teams were eliminated, leaving 10 to create product prototypes with LE 1,000, funded by the competition. The winning team was awarded LE 50,000 to establish its product.
“Working with AUC’s School of Business and the Entrepreneurs Society student club at AUC in launching The Hit, the first product innovation competition at AUC, was a once-in-a-lifetime experience for the students who competed, the organizing body formed by students, as well as Souq.com team members. In less than eight weeks, The Hit resulted in generating more than five viable ideas and products that have commercial merits. The success of this collaboration between AUC and Souq.com was the result of creating the right environment by the School of Business for students on campus, offering the needed resources and partnering with the private sector to simulate a real-life experience to AUC students to create innovative products. In my humble opinion, AUC’s School of Business will continue to grow as the beacon of entrepreneurship in Egypt and the Arab world in the near future.”

Omar Soudodi
General Manager, Souq.com

Finance and Investment Club (FIC)
Faculty Adviser: Jasmin Fouad, assistant professor of finance

"Investing in Egypt's Green Economy" Panel Discussion (October 30, 2011)
The Finance and Investment Club (FIC) organized the event in collaboration with Global Trade Matters, where five panelists led discussions on the importance of applying green energy in Egypt and the obstacles hindering this progress.

EGX Trip (March 6, 2012)
FIC organized a trip to the Egyptian stock market, where club members toured the historical building and visited the trading floor.
New York Business Trip (April 7 - 14, 2012)
The FIC-organized trip was led by Kevin O’Connell, professor of practice and the Willard W. Brown Chair of International Business Leadership at the School of Business. A total of 21 undergraduate students from the School of Business joined the trip, which included tours, entertainment and visits to different organizations in New York City: Times Square, Central Park, New World Trade Center, Famous Members Gallery at the New York Stock Exchange, The Wall Street Journal, Goldman Sachs, Today Show with David Gregory, NBC Studios and the set of Saturday Night Live, Broadway Musical, Chinatown and Little Italy, and the Federal Reserve. Club members also attended a lecture at Columbia University titled “How to Succeed in Business Without Really Trying.”

Central Bank of Egypt Lecture (March 26, 2012)
Nidal Assar, assistant sub-governor of the Central Bank of Egypt (CBE), delivered a lecture on the country’s foreign reserves, their importance, how they are managed by the CBE, the effects of the revolution on these reserves and the expected changes.

FIC Newsletter, Spring 2012
A newsletter was published by the club to keep students updated with recent developments in the financial sector in the region.

International Conference on Global Economy (ICGE)
Faculty Adviser: Hamed Shamma ’99, ’02, assistant professor of marketing

The opening ceremony welcomed all new delegates, where the distinguished guest of honor was Mohamed Shaaban, Near East manager for Procter & Gamble. The International Conference on the Global Economy welcomed Ambassador Gamal Bayoumy, former assistant minister of foreign affairs and secretary-general of the general secretariat of the Egyptian-European Association Agreement, as well as Mohamed Afify, general manager of Animation Advertising, as keynote speakers. The conference tackled the fundamental concepts of marketing and finance, as well as topics relevant to the development of an economy.
Orphans Day at AUC New Cairo (October 29, 2011)
ICGE organized an event for orphans held at AUC’s New Cairo campus. The aim was to teach orphans, aged 9 to 11, the essence of teamwork and collaboration by allowing children from two different orphanages the opportunity to mingle and interact, and to get them out of their daily context in order to explore a different atmosphere with new company.

Model Business Association
Faculty Adviser: Ahmed Tolba ’97, ’01, assistant professor of marketing

First Management Consultancy Conference
This was the first conference held on campus to teach students about three aspects of management consultancy: finance, management of human resources and marketing. The conference was attended by more than 170 undergraduates from different universities in Egypt.

Opening Ceremony Featuring Omar Khairat (March 23, 2012)
A ceremony was held to celebrate the opening of the Model Business Association club. Attended by more than 700 guests, the event featured musician Omar Khairat and his band.

Exam Tips Pack
Tailored for business students to help them in their last days of exams, the pack included a notebook, pens and study guidelines.
**Students in Free Enterprise (SIFE)**

*Faculty Advisers: Ahmed Abdel-Meguid, assistant professor of accounting; Khaled Samaha, assistant professor of accounting; and Hamed Shamma, assistant professor of marketing*

Students in Free Enterprise Leadership Training Program (November 20, 2011)

To develop leadership skills among students, the Entrepreneurship and Innovation Program at the School of Business hosted the Students in Free Enterprise (SIFE) leadership training program, bringing together 700 students from 28 different universities across Egypt. The event focused on helping students acquire skills that are essential in a highly competitive entrepreneurial marketplace.

**Volunteers in Action (VIA)**

*Faculty Adviser: Dina Rateb ’84, associate professor of management information systems*

Volunteers in Action Holds First AUC New Cairo Group Wedding

Volunteer in Action (VIA) organized the event at AUC New Cairo, providing young couples with wedding decorations, cake, entertainment and a full-fledged *zaffa* (the traditional Egyptian wedding procession). Faculty and staff members, Egyptian celebrities, as well as families and friends of the orphans attended the event. VIA helped 32 orphan brides get married in 2011, five of whom had this wedding.
“Since its move to New Cairo in 2008, AUC has been making history again. With its state-of-the-art facilities, AUC has raised the bar when it comes to university education not only in Egypt, but also in the whole region. This new phase in AUC history was not restricted to a location change, but even, more importantly, it has extended to academic innovation. In 2009, AUC announced the establishment of a School of Business – the first-of-its-kind in Egypt and the Middle East.

The Department of Economics, which is the first economics department in Egypt, founded in 1947, became part of the School of Business by choice since its inception. Given the strong historical and natural ties between the Department of Economics, Department of Management and the newly established Department of Accounting, it did not take much time for the School of Business to act as a single unit toward achieving its mission and satisfying its vision. This synergy existing between the three departments has been a catalyst for the School of Business to continue advancing on all fronts: teaching, research and outreach activities to compete on a global level with top business schools. With the school’s three mottos - entrepreneurship, innovation and leadership - our inspirations as departments and as a school are boundless, making us continuously striving to improve our services to our students and community. Given this spirit, I am sure with all these achievements listed in this annual report, there will be much more impressive achievements in next year’s report.”

Ahmed Kamaly ’91, ’95

Associate Professor of Economics and Chair, Department of Economics
School of Business, AUC
“During my MBA studies, I worked with 33 different team members with various backgrounds. We interchanged roles, and a team leader always emerged. We shared the common goals of learning and succeeding. Meanwhile, we were shaping each other’s personalities, and increasing our levels of exposure, flexibility and commitment. I was also lucky to be a member of the MBA team representing AUC in the Hult Global Case Challenge. We had an invaluable opportunity to become active participants in the community, working on the global cause of lighting Africa.”

Nermine Hashem ’12
Senior Systems Analyst, AUC

Activities

Access MBA (November 26, 2011)
For the third time, the MBA team participated in the Access MBA event. The program included 30 pre-determined, one-on-one meetings with students who expressed interest in joining the program. In addition, the MBA team addressed the questions and concerns of potential students.

Study Tour to Barcelona, Spain (June 3 – 9, 2012)
The MBA program organized this study tour in partnership with Escuela de Alta Dirección y Administración (EADA) University. Participants studied Spanish business practices through professional visits and exchanges, backed up with a series of lectures. The student visited Mango and Desigual clothing retail company, the Barcelona football club, MRW courier services, Boquería Market, Nespresso, Imaginarium, Escuela de Danza Munique Neith company and the Barcelona Stock Exchange. Cultural visits included a guided tour of the Barcelona and Catalan Modernism Museum. The study tour provided MBA students with an exposure to Spanish business, economic growth and development, financial systems, as well as cultural contexts within the framework of the European Union and Spain’s ties to Egypt.
MBA Program Establishes Partnerships on Corporate Social Responsibility

The George Washington University School of Business, in partnership with the Egyptian Corporate Responsibility Center, The American University in Cairo and Cairo University, developed an international course practicum titled Egypt: Corporate Responsibility and Social Entrepreneurship. The course included a series of lectures delivered by prominent faculty members from both AUC and The George Washington University via video conferencing, a study tour at AUC and meetings with case partner representatives. Students from The George Washington University visited the University to attend the study-tour program, accompanied by students from Cairo University and AUC, who all paid visits to different business-related entities such as the Social Fund for Development, CID Consulting and the Egyptian Stock Exchange. AUC hosted a one-day visit for them, which included two lectures:

- “CSR by a Multinational in Egypt,” delivered by Ramzy Farag, corporate communication and reputation manager, Procter & Gamble, Near East region; chair, corporate social responsibility committee, AUC
- “Social Entrepreneurship in Egypt,” delivered by Loay El-Shawarby, of-counsel at Zaki Hashem & Partners; founding member and chair, Nahdet El-Mahrous NGO

Launch of the First MBA Exchange Program

The School of Business launched its first MBA exchange program in collaboration with renowned international schools. Exchange opportunities were previously limited to undergraduate programs. Inaugurated in Fall 2011, the MBA exchange program presents graduate students with the opportunity to pursue a semester abroad at the Monterey Institute of International Studies, the University of Colorado, the University of Arizona, the University of Massachusetts or the University of Washington in the United States. The program’s first cohort included three students: Ahmed Diab, Hani Amin and Haidy Abo Salama, who, for a period of four months, attended the Monterey Institute of International Studies in California in Fall 2011. In Spring 2012, another MBA student, Alia Aidoudi, went through the same experience at a different university. She spent her exchange semester at the University of Massachusetts.

Supply Chain Council (February 2, 2012)

The MBA program hosted an academic event in cooperation with the Supply Chain Council (SCC). Joseph Francis, executive director of SCC, was the guest speaker, delivering a presentation titled “Supply Chain Operations Reference: Business Process Modeling for Effective Supply Chain Management and Benchmarking.”
“My biggest satisfaction from studying at AUC comes from the faculty’s astonishing capacity to create an active learning process, which was nurtured by their support and guidance. I was trained and well-prepared to overcome real challenges. Unquestionably, this is realized by AUC’s emphasis on fostering and sustaining a hands-on learning environment. All the time, I have been provided with opportunities to stay not just connected, but, more importantly, ahead of what is going on in our region and in the world. For all that, I feel confident that I can hit the ground running in the fast-paced and capricious real world of business.”

Ahmed Diab ’12

Procurement Head, Magrabi Retail
STUDENT LIFE
“Being an AUC alumna with a Master of Public Administration and a wealth of work experience in management development gained over the years from the United Nations Development Programme, I was delighted to contribute to the growth and expansion of the Management Center as a member of its advisory council, including participation in the formulation of the center’s strategic plan, contributions toward accreditation of the center, supporting the expansion of new programs and the achievement of business development goals.”

Samia S. Guirguis
Member, Management Center Advisory Council, School of Business, AUC

Management Center (MC)

Partnership with the Egyptian Banking Institute
The International Executive Education Institute and the Management Center finalized a partnership agreement with Egyptian Banking Institute of the Central Bank of Egypt to offer joint programs to the banking sector in Egypt and select Arab countries.

University of London Postgraduate Diploma in International Management
For the first time in Egypt, the Management Center is offering the Royal Holloway, University of London postgraduate diploma in international management. The program is designed to provide students with specialized knowledge of international business and has been developed by academics within the School of Management at Royal Holloway, University of London. Royal Holloway’s particular strength in international and comparative business research means that students acquire a truly international perspective, rather than one that is solely relevant for one country.

Launch of the First Run of the Professional Program in Executive Management (October 1, 2011)
As part of the collaboration between the Management Center and the Egyptian Petrochemicals Holding Company (ECHEM), the inaugural course of the Professional Program in Executive Management, tailored for ECHEM, was designed to assist the company in implementing its policy to enhance the managerial skills of senior and top-management candidates from within the company and among its affiliates.
Agreement with the Chamber of Food Industries (January 11, 2012)
The Management Center signed an agreement with the Chamber of Food Industries, streamlining joint activities in the fields of management development, finance and quality management.

Agreement with the Chamber of Engineering Industries (December 14, 2011)
The Management Center signed an agreement with the Chamber of Engineering Industries, streamlining joint activities in the field of management development.

Third Annual Graduation Ceremony for MC Graduates in Saudi Arabia (February 1, 2012)
The Management Center held its third annual graduation ceremony in Jeddah, Saudi Arabia, in collaboration with its local partner, Logistics for Consultations. Thirty-eight graduates received their diplomas in total quality management in health care, human resource management, and health care and hospital management. The event was attended by Amr Salama, University counselor; Amr Hamdy, Management Center director; Amged Al Rafie, finance and administrative affairs director at Al Rafie Hospital; and Tarek Korayem, executive director of Logistics for Consultation.

Supply Chain Expert Group Meeting (March 17, 2012)
The Management Center held an expert group meeting for supply chain professionals. The event brought together 22 supply chain managers from different sectors to share their experiences in the field of supply chain management and to present practical case studies that could be used by Management Center participants in the course of their studies.

Graduation Ceremony (March 26, 2012)
The Management Center held its annual graduation ceremony for participants who have successfully completed their professional postgraduate studies.
Advisory Council Meeting (March 28, 2012)
The Management Center’s advisory council includes professional experts from Egypt and the region who are committed to educational excellence and progress, and who are dedicated to sharing their professional and academic knowledge and expertise.

Management Center Alumni Society, Expert Seminar Series (March 29, 2012)
The event included a lecture titled “Holistic Development: A Model for Success,” delivered by Ghazi Binzagr, Binzagr Group of Companies, Kingdom of Saudi Arabia.

Alumni Society, Expert Seminar Series (May 5, 2012)
Osama Reda, group operations director at Gozour, delivered a lecture titled “Supply Chain Operations is a Business Need.”

Launch of the Islamic Finance Program (May 9, 2012)
The Institute of Banking and Finance at the Management Center organized an inaugural seminar for its new Islamic finance programs. The event was attended by MC students, graduates and instructors. The lecture was delivered by Amr Abou Zeid, trainer at the Management Center, and attended by leaders of Islamic finance banks in Egypt.
Agreement with Magrabi Eye Hospitals
An agreement was signed between the Management Center and the Joint Commission International (JCI)—accredited Magrabi Eye Hospitals to offer hands-on training to students pursuing the health care diploma.

Institute of Banking and Finance Serves as One-Stop-Shop
The Institute of Banking and Finance (IBF) launched a campaign to become a one-stop-shop for training requests from banks and financial institutions. Many banks, including National Société Générale Bank (NSGB), National Bank of Egypt, HSBC and Banque Misr, lauded this initiative. As per the agreement, IBF developed a tailored credit program for NSGB’s small and medium enterprise and recruitment departments. IBF also created a customized investment training program for HSBC.

Management Center Textbooks and Case-Study Books
The Management Center initiated the project of producing customized textbooks and case-study books, jointly with Pearson Education and McGraw Hill, for three professional postgraduate diplomas. The textbooks add value to MC programs by customizing and improving the quality of learning the center provides. Developing and utilizing its own textbooks is one of many alterations adopted by the Management Center, as part of institution-wide efforts to revisit course curricula and implement a learning-centered approach to teaching.
Citadel Capital Financial Services Center (CCFC)

DataStream Workshop for Faculty (October 18, 2011)
The Citadel Capital Financial Services Center (CCFC), in partnership with Thomson Reuters, hosted the first Datastream workshop for faculty members. Datastream is a Thomson Reuters web-based comprehensive database that enables sophisticated analysis of historical trends. It provides access to more than 50 years of history, millions of global instruments and indicators, and coverage for 175 countries in 60 global markets. Economics and finance faculty members participated in the workshop, which was delivered by Judy Karam, senior client trainer at Thomson Reuters.

Guest Lecture Series (November 2011)
The Citadel Capital Financial Services Center hosted two lectures featuring prominent market practitioners: Hisham El-Khazindar, co-founder and managing director of Citadel Capital and a member of the Dean's Strategic Advisory Board, School of Business, AUC and Karim Abu Ghali, board chair, Regina for Pasta and Food Industries. Both speakers shared their expertise with students and discussed current market challenges. Students were given the opportunity to gain new insights of business practices and to identify the necessary skills to increase their marketability.

Statistical Package for Social Sciences Certification Workshop (November 28, 2011 and April 21, 2012)
The Citadel Capital Financial Services Center has expanded the scope of the Statistical Package for Social Sciences (SPSS) certification workshop to cover not only graduate, but also undergraduate course requirements. Two workshops were offered, one of which marked the first offering of the SPSS certification workshop for undergraduate students. CCFC has been offering this workshop since 2007, serving more than 120 students.
Advanced Corporate Financial Modeling (January 14 - April 28, 2012)
The second round of the Advanced Corporate Financial Modeling course was
held with participants from leading financial institutions and corporations.
The course was taught by Eskandar Tooma, British Petroleum Associate
Professor of Finance; Aliaa Bassiouny, assistant professor of finance; and
Aziz Maher, senior partner at KPMG Hazem Hassan. Participants included
27 finance professionals from Orascom Construction Industries, Egyptian
Resorts Company, HC Securities and Investments, Okaz Stockbrokers and
Investment Consultants, Egyptian Petrochemicals Holding Company and
the Spanish Egyptian Gas Company.

Thomson Reuters Certification Program (March 6 – 27, 2012)
In collaboration with Thomson Reuters, the Citadel Capital Financial Services
Center offered undergraduate students a free certification program in using
Thomson Reuters 3000XTRA financial database. It is a comprehensive
database that offers timely and accurate information about the Egyptian and
global financial markets. This program has created a learning environment for
participants to understand how Reuters products are integrated into the daily
activities of market professionals. In March 2012, two rounds were offered to
more than 50 participants.

Technical Analysis Certification Program (March 13 – April 24, 2012)
In partnership with the Egyptian Society of Technical Analysts, CCFC offered
a course to students and alumni titled Fundamentals of Technical Analysis.
This year witnessed the second round of the program, with more than 20
participants. The course was delivered by Tamer Gamal, head of investment
strategy and the technical analysis research desk at Arab African
International Securities; and Mohamed El Saeed, vice president and head of
the technical analysis department at HC Securities and Investments.
International Conference on the Global Economy (April 2012)
The Citadel Capital Financial Services Center organized the 12th round of the International Conference on the Global Economy. The CCFC trading room hosted the stock market simulation, the largest of the conference’s eight councils. More than 30 delegates went through a real-life trading experience, where they assumed the roles of brokers, investors and mutual funds.

Thomson Reuters Eikon: A Newly Added Database (July 2012)
Thomson Reuters Eikon is the latest addition to CCFC’s comprehensive portfolio of databases. Eikon offers users an intuitive experience with an easy-to-use, web-style interface. It integrates news, data analytics, charts and trading tools. It links users to the world’s financial markets, including equities, fixed income, foreign exchange and commodities. Students and faculty members may access Thomson Reuters Eikon at CCFC’s trading room. Research assistants are available to provide support.
Goldman Sachs 10,000 Women Entrepreneurship and Leadership (WEL) Program

Established in 2008, the Goldman Sachs 10,000 Women Entrepreneurship and Leadership (WEL) program at AUC serves women entrepreneurs in the Arab region. The program is funded by the Goldman Sachs Foundation, as part of its five-year commitment to provide 10,000 underserved women around the world with a business and management education. The 10,000 Women program at AUC, in partnership with the Wharton School of the University of Pennsylvania, carries the mission of enhancing the growth and development of women entrepreneurs in the Arab region through a unique blend of classroom learning, mentoring and networking activities. To date, 235 entrepreneurs have graduated from the program. The recruitment and selection process for two new cohorts have concluded, with classes beginning in September 2012. The selection process resulted in more than 85 successful candidates from different Egyptian governorates who are owners of small business enterprises with strong growth potential.

The graduation of the seventh cohort included a total of 33 entrepreneurs, coming from different parts of Egypt. This group was the first to graduate after the January 25 Revolution. Their experiences enriched class discussions about the challenges and opportunities they face in their businesses.

Wrap-around Services
One of the program’s key achievements was the delivery of wrap-around services to graduates. Wrap-around services covered two key areas. The first is expert-in-residence, targeting a select group of top graduates. This new program provides one-on-one business consultation and visits to select graduates, providing them with intensive coaching and guidance in their key areas of need. The second area is workshops and networking events, targeting all program graduates. Over the past year, two alumni events took place for graduates. The events were designed to suit the needs and profiles of the graduates. The first event was a training workshop that addressed time management skills. The other was a networking event, tackling team building and change management.
WEL Graduates Receive Global Award

Rasha Lotfy, a graduate of the WEL program and owner and managing director of Afnan Company for Egyptian Heritage Products and Oriental Handicrafts, was awarded the Goldman Sachs-Fortune Global Women Leaders Award for 2011. She was also invited to participate in the Clinton Global initiative in New York City in September 2011, as well as the Fortune award ceremony and conference in California that took place in October 2011.

Three graduates — Mona Boctor, chief executive officer of Dar ElKarma ElHakikia Publishing House; Marwa El Nashar, chief executive officer of Vision Soft; and Nora Halim, managing director of Sparkle Printing Solutions — were nominated and accepted for the prestigious Bush Institute Fellowship program in 2012. The Women’s Initiative fellowship is a leadership program that engages women from around the world, with an initial focus on the Middle East and North Africa. The purpose of the program is to empower and equip women to become effective leaders.
EXECUTIVE EDUCATION
International Executive Education Institute (IEEI)

Human Resource Executives Meeting (November 1, 2011)
This is an annual event for networking and sharing ideas among HR professionals and the International Executive Education Institute (IEEI). The meeting hosted human resource managers and professionals from leading businesses.

Open Enrollment Programs

A Complete Course in Risk Management (February 18 – 23, 2012)
The training program was offered for a fourth round and was developed jointly with the Professional Risk Managers’ International Association. This course was designed to meet the demands of the risk professional by bridging the gap between theory and practice in financial risk management.

Finance for Non-Finance Managers (February 28 – 29, 2012)
The third round of the program focused on financial statements, balance sheets, ratio analysis, depreciation, time value of money, risks and returns, as well as the decision-making process.

Business Continuity Management (March 12 – 13, 2012)
This is a whole-of-business approach that includes policies, standards and procedures for ensuring that specified operations can be maintained or recovered in a timely fashion in the event of disruption. Its purpose is to minimize the operational, financial, legal, reputational and other material impact arising from disruption.
IEEI Advanced Management Program – Managing Uncertainty (June 3 – 6, 2012)
This program focused mainly on strategy implementation, organizational change, leadership, finance, marketing, corporate governance and sustainability.

Customized Programs

Etisalat Misr: Building Leaders in Dynamic Global Market (2011-2012)
In 2011 – 2012, 62 senior management participants of the Etisalat Misr Building Leaders Program graduated, in addition to another group of 33 senior management participants of the General Motors Star Program. IIEI held award ceremonies, which were attended by the general manager and human resources director of General Motors Egypt, as well as top managers and corporate executives at Etisalat. One of the main factors for the success of the IIEI Executive Development Programs is the strong partnerships with the University of Wisconsin-Madison, Continuum, Rotterdam School of Management, INSEAD and the SP Jain Center of Management.

Business Development and Entrepreneurship Program for Microsoft Egypt (April 23, 2012)
Ayman Ismail, assistant professor and the Abdul Latif Jameel Endowed Chair of Entrepreneurship, delivered this one-day program to senior executives.

Improving Communication Skills: Emotional Intelligence (June 12 – 13, 2012)
The program, held in partnership with the Wisconsin School of Business and designed for senior executives, was delivered by Tammy Thayer, president of the Center for Advanced Studies in Business at the Wisconsin School of Business. As part of the program, each participant went through the DiSC assessment, which is a behavioral profiling system.
Real Estate Academy
The Real Estate Academy was launched in February 2010 as a partnership between IEEI, School of Business, AUC; Department of Real Estate Studies, National University of Singapore; and DMG Mountain View.

Global Real Estate Institute in Turkey (January 2012)
The School of Business, represented by the Real Estate Academy, partnered with the Global Real Estate Institute (GRI) as an official partner in this event, which brought together more than 100 industry leaders from Turkey, the Middle East and North Africa, Europe, North America, South Asia and East Asia. An institutional partner, School of Business representatives acted as rapporteurs for the GRI Turkey event, ensuring the global solid presence of the Real Estate Academy in the conference and promoting the various programs and executive development initiatives provided by IEEI.

Real Estate Executive Development Program (February – June 2012)
The program is designed to provide participants with a solid understanding of the principles and practice of real-estate planning, development, marketing, valuation, finance, economics and management. Throughout the five months of study, participants were divided into competing groups to develop a multidimensional real estate project, where they applied techniques and methodologies they learned in the classroom. A jury comprised of experts in real estate development evaluated the submitted projects and nominated the winning team. Participants in the Real Estate Executive Development Program received a joint certificate from IEEI and the National University of Singapore upon completion of the program. As part of the program, a Singapore study tour was held in April 2012, where participants visited a number of sites.

Forum
Mert Yıldız, economist at Emerging Europe and Middle East Renaissance Capital (March 11, 2012)
Yıldız gave a lecture titled “Turkey vs. Egypt: Economic Forecast - What the Near Future Holds for Each?” The lecture was attended by an eminent group of corporate leaders, as well as Ambassador Husseyin Avni Botsali, Turkey’s ambassador to Egypt.
Retail and Customer Service Academy
IEEE established the Retail and Customer Service Academy, in partnership with Emaar Misr, in March 2012, to provide the market with extensive knowledge and understanding of the concepts and processes involved in retailing, and to equip the retail workforce with the practical and analytical skills needed for a professional career. To meet the needs of a globalized world, the program not only provides up-to-date knowledge and skills, it also gives an international perspective on the specific areas of retail management through facilitators who are global practitioners and specialists in the field. The academy offers executive development courses designed for store and department managers, functional specialists, customer-service clerks, supervisors and sales staff.

“It has been an honor to serve on the advisory board of the School of Business. The achievements accomplished in the last three years are extraordinary and a testament to the hard work of all the faculty and staff. The benefits of this achievement will be felt by many current and future students. The impact is far beyond, affecting the whole of Egypt.”

Hisham Fahmy ’74
Chief Executive Officer, American Chamber of Commerce in Egypt; Member, Dean’s Strategic Advisory Board, School of Business, AUC
ENTREPRENEURSHIP
Entrepreneurship and Innovation Program (EIP)

“I see my mission at the Entrepreneurship and Innovation Program as spreading the culture of entrepreneurship at AUC and outside. Since I came to AUC, I met and worked with terrific entrepreneurs, mentors, venture capital firms, and students who have the spirit to venture and the stamina to persevere and take the necessary risks. They are leading at the front line of Egypt’s economic growth.”

Ayman Ismail ’95, ’97
Assistant Professor of Management and Abdul Latif Jameel Endowed Chair of Entrepreneurship, School of Business, AUC

Flat6Labs Incubator

AUC’s School of Business signed a partnership agreement with Sawari Ventures to launch the Flat6Labs incubator, which serves as a pilot for business and entrepreneurial projects demonstrating real-life applications. On a quarterly basis, Flat6Labs hosts various teams over the course of three months to enhance their entrepreneurial talent and develop their business potential. Three cycles have been successfully completed. Teams are provided with seed funding to help them develop and define their product, as well as construct an effective business plan. Upon graduation, a simulation is held, whereby participants present their business plans to potential investors and prominent business individuals. Entrepreneurs are able to gain full access to faculty members at the School of Business, who assist them in fully developing and completing their business plans. Sawari Ventures caters to winning entrepreneurs with the necessary funds and workspace.

Entrepreneurship and Innovation Program Council Meeting (February 28, 2012)

The role of the School of Business in promoting entrepreneurship education and the efforts of the Entrepreneurship and Innovation Program (EIP) were highlighted during the meeting. Members of the EIP council discussed various issues related to the progress of the program, and provided suggestions and insights on the way forward.
Dare to Dream: Egypt’s Young Entrepreneurs Competition (September 24, 2011)
EIP hosted the competition in partnership with INJAZ Egypt and with the sponsorship of Mobinil. Over the course of 2011, more than 1,000 university students from across Egypt formed startup companies as part of the INJAZ Egypt Company Program. On September 24, 2011, the top 500 participants formed 22 teams from 11 Egyptian universities and held the Dare to Dream: Empowering Egypt’s Young Entrepreneurs 2011 trade fair, during which they competed for 10 seed funds and incubation from corporations such as Mobinil, Exxon Mobil, Boeing and Abraaj.
Social media sponsor: Egyptpreneurs
Media sponsor: Al Masry Al Youm

“What Do Investors Want?” (October 18, 2011)
EIP and Intel Corporation invited Feroz Sanaulla, director of Intel Capital in the Middle East, Turkey and Africa regions, to participate with a group of 40 entrepreneurs in a roundtable discussion focusing on the key success factors that venture capitalists look for in entrepreneurs.

ArabNet Conference, Egypt (October 19 - 20, 2011)
EIP served as a key partner in the ArabNet conference in Egypt, which hosted approximately 500 entrepreneurs, executives and investors from the Arab web sphere. A total of 51 speakers, panelists and moderators tackled the latest trends and issues in web and mobile industries, while 20 contestants in the Ideathon and Startup Demo competitions gave a glimpse into upcoming products and services for the region’s web scene. The event concluded with the award ceremony for the Ideathon and Startup Demo competitions. In the Startup competition, the second runner-up, Zaytouneh, is an online library of one-minute video recipes, and the first runner-up, SweetyHeaven, is an online reward system for children that compensates good behavior with online credit in the form of balloons. The winning startup, SuperMama, is a platform dedicated to providing pregnant women with relevant information written by researchers, specialists and other mothers. The Ideathon winners were: 7ala wa7da (second runner-up), a nonprofit project seeking to aid trusted charity organizations in collecting donations; and iCall Taxi (first runner-up), a service that allows people to book a taxi using their mobile phone by sending an SMS or talking through an Interactive Voice Response (IVR) system. The winner, Cloud Center, provides and manages a channel of communication between call-center service seekers and interested qualified individuals.
Global Entrepreneurship Week (November 14 - 20, 2011)
The Global Entrepreneurship Week is a program to help develop aspiring entrepreneurs, engaging participants from AUC and other local universities. EIP organized a wide array of events catered to promote entrepreneurial education. These included: Meet the Venture Capital panel discussion, welcoming prominent investors such as Minoush Abdel-Meguid, managing director and co-founder of Union Capital, and Mohamed Osman, managing director of Sofico; Meet the Entrepreneur series, hosting AUC alumnus Nader Iskander, chief executive officer of EME Group, and Karim Shokeir, business development manager at Tegaranet; The Egypt Green Days program, which was co-organized by AUC’s School of Business, Center for Environment and Development for the Arab Region and Europe, UN Regional Activity Centre for Cleaner Production, as well as supporting partners including the Egyptian National Cleaner Production Center and the green arm of Nahdet El Mahrous non-governmental organization.

Business Pitch Training (December 3 - 5, 2011)
EIP held a workshop to promote the Global Innovation for Science and Technology (GIST) Idea Competition, which trained entrepreneurs to deliver elevator pitches and approach investors, in addition to helping them apply for the GIST competition. The workshop was part of larger efforts to increase the visibility and representation of Egyptian entrepreneurs at the Global Entrepreneurship Summit, which was hosted by Prime Minister of Turkey Recep Tayyip Erdogan. As a result, Egyptians constituted 33 percent of total applicants, of whom 30 percent made it to the finals. Additionally, an Egyptian delegation clinched the second runner-up award.

MIT-CAAMP (January 5, 2012)
In an attempt to encourage students to enjoy international exposure, EIP, along with AUC’s Career Center (CAPS) and the Massachusetts Institute of Technology (MIT) College Admissions, has facilitated the MIT-CAAMP, sponsored by the MIT Arab Students Organization.
Capacity Building Training (February 8 - 9, 2012)

In cooperation with Injaz and Maximum Impact Training, EIP organized a two-day, capacity-building training session for students from seven public universities.

Meet the Venture Capitalist Program (February 19, 2012)

EIP, together with the venture capital company N2V, held a joint event based on the venture capitalist industry in the Middle East. Panelists included Ahmed Alfi, chief executive officer of Sawari Ventures; Walid Bakr from Abraaj Capital; Ziad Mokhtar of Idevelopers; and Tamkeen’s Tarek Fahim. The event was moderated by Ahmed Takatkah, N2V investment director. Approximately 90 students and entrepreneurs attended the event, which started with a panel discussion titled “Interesting Views on Innovation and Venture Capitalist Culture in the Middle East and North Africa.”

ArabNet Conference, Lebanon (March 27 - 31, 2012)

EIP was one of the main partners in the ArabNet conference, which took place in Beirut, Lebanon and featured panel discussions, specialized workshops, competitions, focused networking sessions and social activities.

Christopher Schroeder, Internet investor, co-founder and chief executive officer, Health Central and member of the Dean’s Strategic Advisory Board, School of Business, AUC (April 3, 2012)

Schroeder gave a talk at an entrepreneurship class for graduating seniors across different majors at AUC, providing them with an overview of the different challenges facing entrepreneurs and covering topics ranging from establishing business models, writing a business plan and financing startup ventures to creating innovative marketing techniques for startups.
Empowering the mentors has been one of the main concerns for EIP. The aim of the focus group, which was moderated by Somnath Chatterjee, director of global initiatives at TiE Global in Santa Clara, California, was to expand the web of mentors and their impact inside and outside Cairo.

Speed Mentoring (April, 2012)
The new round of the speed mentoring event brought together AUC’s Entrepreneurship and Innovation Program, the United States Agency for International Development, Egypt’s Competitiveness Program (ECP) and the Global Entrepreneurship Program in Egypt. The event focused on providing time-efficient networking between a mentor and a mentee, with 30-minute, one-on-one meeting rounds.

Enterprise Lean Six Sigma (May 2 - 6, 2012)
EIP collaborated in providing a course titled Enterprise Lean Six Sigma, taught by Mahmoud Gamal El-Din. The course aimed at helping 10 teams, enrolled from the Injaz Startup Program (regional representative of Junior Achievement organization), to effectively manage their businesses.

Fekrety 2012 National Business Idea Competition (July 2012)
EIP launched Fekrety (My Idea), a national business idea competition that aims to provide an opportunity to implement and build on submitted business proposals. EIP, in cooperation with Intel, aspired to unleash the creativity of 307 teams of entrepreneurs. EIP has acted as a hub for the most innovative business ideas covering all sectors, and provided access to training and mentoring for more than 700 individuals in an effort to help them further develop their ideas. Through a series of rounds, judges — who included business faculty members, prominent entrepreneurs, industry experts and mentors — evaluated the contestants based on feasibility, customer value, innovation, clarity of the business model, scalability and financial returns.
“It feels like yesterday when I became involved with AUC's EIP program, even though it was five years ago.

Over the course of the last five years, I had the privilege of working with the leaders of structuring a new incubation program, of creating and evaluating business plans, of planning for and holding boot camps, and of promoting entrepreneurial culture and education. Often times, our work was collaborative and remote, between Cairo and Silicon Valley; and at times on campus, both old and new. Sometimes, our encounters were formal, through advisory board meetings, and sometimes through informal chats late into the night.

It is fair to say that I have not met a team so coherent, diligent, respectful, effective and visionary as the AUC EIP team. Their collaborative culture, focus on results, clear consciousness of added value, total commitment to the success of the program and personal competence are inspirational. I have known many successful people and teams, and many tier-one university programs in Egypt, Canada, France and the United States. The AUC Business School team is my favorite. So is its dean, Sherif Kamel.

Being an unofficial part, volunteer shall we say, of AUC EIP was transformational. I am almost 65 years old, hence, somewhat immune to change; yet, I did change for the better.

I imagine the impact on the Y-Gen to be at least two orders of magnitude. There is no doubt in my mind; AUC is the best.”

Ossama Hassanein
Chair, Rising Tide Fund; Member, Dean’s Strategic Advisory Board, School of Business, AUC
2011 AUC Faculty Publications List
All three academic departments of the School of Business landed in the top five most productive departments for 2011 in AUC's annual faculty publications list: 17 from the Department of Management, and 10, each, from the Department of Accounting and Department of Economics.

Undergraduate Students Publish Cases in Major Marketing Textbook
School of Business undergraduate students contributed to one of the most renowned marketing textbooks, Principles of Marketing: 2012 Global Edition by Philip Kotler and Gary Armstrong. The two cases published were developed under the supervision of Hamed Shamma, assistant professor of marketing. Released by Pearson Education, Principles of Marketing tackles the fundamentals and basic topics of marketing, putting forth case studies to demonstrate and explain the field’s key concepts. The book is currently being used in the Principles of Marketing course at AUC. The case writers are Yousra Sorour, who graduated in Spring 2011 with highest honors, and Mona Allouba, who graduated in Spring 2012, also with highest honors. The third case is written by Hamed Shamma.

“I am honored to be part of the School of Business and to participate in its accomplishments and achievements. As a firm believer of quality and practical education, I am confident that our school will achieve its vision of regional leadership, impact on entrepreneurship and success though innovation. We will be the bridge between the Middle East and Africa region and the world. We will establish a solid link between theory and practice, between academia and industry. Our practical and innovative approach to business education is our primary tool, and I am proud to be part of a school that has footprints on all stakeholders in the business community.”

Ahmed Tolba ’97, ’01
Assistant Professor of Marketing; Director, El-Khazindar Business Research and Case Center
Research Centers

- El-Khazindar Business Research and Case Center (KCC)

Publications

Special Edition of the Innovation Journal
El-Khazindar Business Research and Case Center (KCC) has published a new book titled *Cases on Business and Management in the MENA Region: New Trends and Opportunities*, which includes 17 quality cases as well as teaching notes for use in the classroom. In partnership with *Innovation Journal*, KCC developed a special edition of the journal, which features success stories from a number of entrepreneurial businesses in the Middle East and North Africa (MENA) region. *Innovation Journal*, which is issued jointly by George Mason University's School of Public Policy, Harvard’s Kennedy School of Government, and MIT's Legatum Center for Development and Entrepreneurship, features cases authored by exceptional innovators, commentary and research from leading academics, and essays from globally recognized executives and political leaders. The special edition included various case studies on entrepreneurs from Egypt, Turkey and Jordan, in addition to lead essays by corporate figures and academic leaders on the subject of entrepreneurship. The journal was disseminated during the Entrepreneurship, Values and Development: A Global Agenda conference, which took place from December 3 to 6, 2011, in Istanbul, Turkey. Turkish Prime Minister Erdogan and U.S. Vice President Joe Biden hosted the summit.

*The MENA Journal of Business Case Studies*
KCC and the International Business Information Management Association (IBIMA), an internationally renowned publisher, have collaborated in producing an academic journal titled *The MENA Journal of Business Case Studies*. The journal will include long case studies on businesses within the MENA region. *The MENA Journal of Business Case Studies* is an international, peer-reviewed, online journal that focuses on the various business areas, corporate fields and organizations in the MENA region. This journal aims to alleviate the shortage of case studies covering the MENA region by delivering a wide variety of business cases portraying practical experiences, ultimately bridging the gap between theory and practice.

Competitions

Simulation Competition (March 27 and 31, 2012)
KCC held its first business competition simulation, conducted by Ahmed Tolba, assistant professor of marketing and KCC director. The simulation aimed at practically teaching students how to successfully produce business plans and the company’s supply chain whilst ensuring its management and organizational development. With competing teams, a preset computer system is developed with a criteria fixed by students to evaluate each phase of their business plan in order to announce the winner of each round of the competition and to solicit the final points.
Case Solving Competitions

John Molson Undergraduate Case Solving Competition, Montreal, Canada (February 19 - 25, 2012)
The competition was organized by a team of students from the John Molson School of Business at Concordia University. The event was partly sponsored by the School of Business, which provided accommodation. The event challenged 20 teams from internationally renowned business schools to put their creative and analytical skills to the test. A team of four undergraduate business students participated in this competition: John Hana, Manar Elbatran, Nathalie Alphonse and Reem El Sisy. They were accompanied by Ahmed Tolba, assistant professor of marketing and KCC director, who served as the team’s faculty coach. Although the team did not reach the final round, the experience was enriching for all members on a personal and professional level.

University of Southern California Marshall School of Business International Case Competition (February 14 - 18, 2012)
Competing teams from prominent business schools worked under pressure to solve a real business problem, using simulated business conditions such as time-critical deadlines and incomplete information, to formulate workable, action-oriented recommendations. Accompanied by Ahmed Tolba, assistant professor and KCC director, a team of four undergraduate business students participated in this competition: Farida Zaki, Hana Ahmed Seddik, Khadiga Talaat and Lina Kamal.

Conference and Events

Toward a Sustainable Society in the MENA Region: Roadmap and Priorities (March 1 - 2, 2012)
KCC, the Business and Society Research Cluster at the German University in Cairo, and Misr El-Kheir Foundation Egypt hosted the region’s first case study conference titled Toward a Sustainable Society in the MENA Region: Roadmap and Priorities. Sponsors included the Arab African International Bank, AUC’s John D. Gerhart Center for Philanthropy and Civic Engagement, Vodafone, Savola Group and the International Association for Business and Society, among others. The event was attended by more than 100 participants, who included representatives of nongovernmental and civil society organizations, academia, the private sector, public institutions such as the National Research Center, as well as other significant stakeholders.
Endeavor Lift-Off Competition (April 19, 2012)
KCC participated in the lift-off initiative by providing a case study to young students on Mo’men restaurants. The lift-off initiative, in partnership with Endeavor Egypt and the Institute of International Education, aims to encourage a positive perception of entrepreneurship as a career option and helps in building an ecosystem for entrepreneurship. The initiative targets youth in the MENA region, divided into three age groups: (16 – 18, 19 – 24, 25 – 35), to “lift off” by utilizing their innovative business ideas in entering the local market. Ten young students were awarded for winning in the competition.
• Access to Knowledge for Development Center (A2K4D)
The Access to Knowledge for Development Center (A2K4D) is a founding member of the Access to Knowledge Global Academy, together with partners from Brazil, India, China and the United States.

Nagla Rizk, associate dean of graduate studies and research, founding director of the Access to Knowledge for Development Center (A2K4D) and associate professor of economics, delivered the following lectures:

“Network Theory, Online Media and the Arab Spring” (September 6, 2011)
The lecture was delivered during Internet Law Week (iLaw) at the Berkman Center for Internet and Society, Harvard Law School, Cambridge, Massachusetts, USA. Lina Attalah, A2K4D affiliate, participated in the presentation.

“Online vs. Offline Networks: Polarization and a Leaderless Revolution” (March 21, 2012)
The lecture was delivered at a workshop titled Understanding the New Wave of Social Cooperation: A Triangulation of the Arab Revolutions, European Mobilizations and the American Occupy Movement. The event took place at Harvard University’s Berkman Center for Internet and Society, Cambridge, Massachusetts, USA. Lina Attalah, A2K4D affiliate, took part in the workshop.

“Collateral Damage: The Economic Impact of the Internet Kill Switch During Egypt’s Revolution” (March 30 - April 1, 2012)
The event was part of a panel discussion on “Technical Architectures on Censorship,” held at the Global Censorship Conference, hosted by Yale Law School’s Information Society Project, New Haven, Connecticut, USA.

The lecture was delivered during the Access to Knowledge Global Academy meeting, hosted by Yale Law School’s Information Society Project, New Haven Connecticut, USA.

A2K4D Team Presents Case Studies at the Open Africa Innovation Research Interim Workshop
The Open Africa Innovation Research interim workshop in Nairobi, Kenya brought together researchers from all over Africa working on 19 case studies and investigating how intellectual property may be utilized to encourage collaborative innovation. The workshop also brought together project management and funding partners. A2K4D researchers presented the initial findings from three case studies titled “Creativity in Revolutionary Times: The Case of Egypt and Tunisia,” “From Social Commons to Digital Commons: The Case of Egypt’s Music Industry” and “IP Strategies for Enhanced Clean Energy Technology Innovation in Egypt.” The Open Africa Innovation Research and Training Project is a pan-Africa project exploring the possible role of intellectual property in fostering innovation and knowledge creation in Africa. The University of Cape Town, South Africa and the University of Ottawa, Canada are the project leaders. A2K4D serves as the northern hub for the project.

As part of advocacy work that falls under A2K4D’s paradigm of access to knowledge, Nagla Rizk has participated in drafting a freedom of information law, which was presented to the Egyptian parliament. She presented these efforts at Yale Law School’s Information Society Project (ISP).
Professor Jeremy De Beer Visit to A2K4D (April 15 - 19, 2012)
Professor Jeremy De Beer, co-principal investigator of the Open Africa Innovation Research (AIR), discussed with Nagla Rizk, member of the Open A.I.R. steering committee and director of A2K4D, together with the center’s research team, the progress on case-study research and plans for foresight and outreach activities as the project moves into its next phase. Plans for the development of A2K4D as the northern hub for the project, including synergistic engagement with the community, were a top priority.

Research in Progress

“Political and Economic Concentration in Egypt’s Media Industries” is a book chapter by Nagla Rizk and is part of a global country study on international media concentration, in collaboration with the Columbia Institute of Tele-information at Columbia University. The project focuses on data-driven analysis of trends and their drivers for 12 major media industries in Egypt, from 1984 to 2008.

“Investigating the Role of the Internet and New Media in the Protests in the Middle East and North Africa” is a project in collaboration with Harvard University’s Berkman Center for Internet and Society on the relative role of digital networks in fostering and enabling the Arab uprisings.

Other ongoing projects include the Open Africa Innovation Research and Training. The field research for the Free and Open Source Software in the Arab World project is also currently underway.

“Having newly arrived at AUC’s School of Business in September of 2011, I was immediately and deeply impressed by the drive, the determined focus and the level of energy apparent in all areas of activity. Ambitious goals have been set by Dean Sherif Kamel and are being pursued relentlessly. Among others activities, an Executive Master of Business Administration program is being launched, the prestigious triple crown accreditation is quickly becoming a reality, significant outreach to the local business community is made by IEEI and by the faculty, a minor in entrepreneurship was created and faculty members are pushing the limits of technology in teaching. As a result, the School of Business is rapidly taking a place on the international stage. Dean Sherif Kamel and the faculty are to be congratulated on a job well-done!”

Kevin O’Connell
Professor of Practice, Willard W. Brown Chair of International Business Leadership,
School of Business, AUC
Faculty

Brownbag Faculty Seminar Series
The Office of the Associate Dean of Graduate Studies and Research hosted brown bag faculty seminars featuring School of Business faculty members, distinguished visiting professors and guest speakers. These included:

“Economic Foundation of Dictatorship in Resource Exporting Economies” (October 11, 2011)
Samer Attalah, assistant professor of economics, School of Business, AUC

“The Proof is in the Pudding: Arbitrage is Possible in Limited Markets -- Intraday Evidence from Emerging Markets’ Depository Receipt” (November 29, 2011)
Aliya Bassiouny, assistant professor of finance, School of Business, AUC

“Innovation Support Programs in Canadian Manufacturing” (February 21, 2012)
Brian Cozzarin, associate professor of management sciences, University of Waterloo, Canada

“Understanding Consumers’ Attitudes Toward Biometric Identity Authentication in Financial Transactions” (March 4, 2012)
Khaled Hassanein, professor of information systems and chair, Information Systems Area, DeGroote School of Business, McMaster University, Ontario, Canada

“Strategic Interaction Between Governments and Investors Under Privatization Programs” (March 27, 2012)
Alaa El Shazly, professor of economics, School of Business, AUC

“Lessons from Recent Financial Crises” (April 22, 2012)
Zuhayr Mkdashi, professor emeritus and founding director, Institute of Banking and Finance, University of Lausanne, Switzerland

“Reconciling Institutionalist and Mathematical Economics Through Heterodoxy” (June 13, 2012)
Mohamed El Hodiri, professor of economics, University of Kansas

“Commitments, Timing, Humans as Custodians of Nature: The Cairo-Oslo Channel Model Augmented and Amplified” (June 20, 2012)
Mohamed El Hodiri, professor of economics, University of Kansas
Promotions and Tenure:

The school celebrated the promotion and tenure of the following faculty members:

Mohamed Hegazy, professor of accounting
Tenured

Mona Said ’89 ’91, assistant professor of economics
Promoted to the rank of associate professor and tenured

Khaled Samaha, assistant professor of accounting
Promoted to the rank of associate professor and tenured

Karim Seghir, associate dean of undergraduate studies and administration, and assistant professor of economics
Promoted to the rank of associate professor and tenured

Tarek Selim ’92, ’95, associate professor of economics
Promoted to the rank of professor

Ahmed Tolba ’97, ’01, assistant professor of marketing
Promoted to the rank of associate professor and tenured
A Sample of Faculty Publications and Participation in Research Activities

Monal Abdel-Baki ’83, ’88
Assistant Professor of Economics

Refereed Journal Articles


Refereed Conference Proceedings


**Refereed Book Chapter**
A Sample of Faculty Publications and Participation in Research Activities

Ahmed Abdel-Meguid
Assistant Professor of Accounting

Refereed Journal Articles

Presentations


Conferences and Workshops Attended
*Fifth Annual Conference on Teaching and Learning in Accounting (CTLA)*. Washington, D.C., USA, August 2012.


Neveen Ahmed
Assistant Professor of Management

Conference Presentations
Sami Akabawy
Professor of Information Systems

Book Contributions


Mohamad Al-Ississ
Assistant Professor of Economics

Refereed Journal Articles

Refereed Book Chapters
Conferences Participation


Presented paper in the Workshop on Trust and Cultural Transmission, University of Valencia.

Other Activities
Teaching at Harvard Kennedy School of Government, Summer 2012.

Samer Atallah ’97
Assistant Professor of Economics

Conference Presentations

Ali Awni
Associate Professor of Management

Refereed Journal Articles


Refereed Book Chapters

Mohga Badran '75
Professor of Management and Chair, Department of Management

Conference Presentation
Aliaa Bassiony ’03, ’05
Assistant Professor of Finance

Refereed Journal Articles


Nizar Becheikh
Assistant Professor of Strategy and Innovation Management

Refereed Journal Articles

Refereed Conference Proceedings

Workshops Attended
International Management Teachers Academy (IMTA – 13th edition), a two-week intensive training program for international faculty, IEDC-Bled School of Management, Bled, Slovenia, June 10 - 22, 2012.


Thesis Supervision

Published Paper

Conferences Attended
Midwest Finance Association, Annual Meeting, February 2012

Canadian Economics Association (CEA): Annual Meeting, June 2012

Mathematical Finance Days, Annual Meeting, May 2012

Mohamed Bouaddi
Assistant Professor of Economics
Refereed Journal Articles


Refereed Conference Proceedings

Refereed Book Chapter

Refereed Books

Conferences Attended

Mohamed Elbannan
Visiting Associate Professor of Accounting

Refereed Journal Articles

Conference Proceedings


Monographs/Books


**Professional and Academic Training Received**


**Master Theses Committee Membership**


---

**Conference Presentations**


Hala El-Ramly ’85
Associate Professor of Economics

Conferences and Workshops Participations

Presenter of Time Series Tests of Growth: An Application to MENA Countries in the 32nd Annual Conference of the Middle East Economic Association held in conjunction with the 2012 Annual Convention of the Allied Social Science Associations (ASSA), Chicago, Illinois, January 6 – 8, 2012.

Alaa ElShazly
Professor of Economics

Refereed Journal Articles


Refereed Book Chapter
Referred Journal Article

Conference Presentation

Conferences and Workshops Attended
Korea – Egypt Economic Cooperation Forum, KOTRA, Korea Trade and Investment Promotion Agency Cairo in cooperation with the Ministry of Industry and Foreign Trade (Egypt), Cairo, Egypt, May 2, 2012.


Refereed Conference Proceedings


**Conferences and Symposia**
Invited as a participant and commentator at the 2012 *Illinois International Journal of Accounting* symposium. The symposium was jointly sponsored by the University of Illinois and Brock University, Ontario, Canada, July 5 - 7, 2012.

Chaired the session on “Accounting Education” at the 35th *European Accounting Association Annual Congress*, Ljubljana, Slovenia, May 9 - 12, 2012.

Invited as a participant and commentator at the *Symposium of the Journal of Contemporary Accounting and Economics (JCAE)*, Kuala Lumpur, Malaysia, January 6 - 7, 2012.

**Other**

Shawki Farag, professor and founding chair of the Department of Accounting, who joined AUC in 1981, is retiring after 32 years of esteemed service to the University. Farag will become professor emeritus, teaching select courses on part-time basis, and pursuing research and studies in the field of international relations.
Refereed Journal Articles


Refereed Conference Proceedings

Conference Presentations

Conference Proceedings
Refereed Journal Articles


Refereed Conference Proceedings

Refereed Journal Articles
http://businessperspectives.org/component/option,com_journals/task,issue/id,192/jid,6/Itemid,74/

Case Studies
External Reviews
Book Reviews

Reviews for Promotion
Reviewed seven publications for M. Al-Mwalla, who applied for the promotion of full professor at the Department of Banking and Finance, Faculty of Economics and Administration Sciences, Yarmouk University, Irbid, Jordan (July 2012).

Conferences Attended
*Bank Audit Committee Conference (Insight on Oversight)*, held in Chicago, United States, June 6 - 8, 2012. The conference, which was organized by the bank director, was divided into two parts: pre-conference peer exchange (June 6) and a conference on the Bank Audit Committee (June 7 - 8).

“Five years from now, I see the School of Business at The American University in Cairo as the intellectual hub for not only Middle Eastern leaders, but also international ones who are interested in exploring one of the infant emerging markets in the world. Major promising reforms have been taking place over the past five years that are in absolute alignment with my foreseen vision. I can confidently say that the numbers of world-class Middle Eastern business leaders have been growing tremendously, primarily because of what the School of Business at AUC has offered them.”

Ahmad M. El Refaei ’11

Master of Science in Corporate Finance, Cass Business School, London, United Kingdom
Bachelor of Business Administration, School of Business, AUC
Mohamed Hegazy
Professor of Accounting

Refereed Journal Articles


Book


Book Chapter

Conference Proceedings


Conferences


Conferences and Workshops

Attended a highly specialized continued professional education workshop titled Teaching Accounting Courses Online: One Instructor’s Experience, The American Accounting Association, Washington DC, August 5, 2012.


Refereed Journal Articles

Refereed Papers in Conference Proceedings


Non-Refereed (Invited) Journal Articles


Magazines, Newspapers and Web Articles

Presentations
Panels/Workshops/Expert Meetings (based on refereed and published research)

Conferences/Forums/Workshops/Panels/Seminars/Symposiums/Expert Meetings/Roundtables (invited and not published)

Academic Presentations

Invited Talks

Theses Supervision/Examination


Conference Roles
Session chair, “Science and Technology Policy,” 12th PICMET Conference, July 29 – August 2, 2012, Vancouver, Canada

Session chair, “Competitiveness,” 12th PICMET Conference, July 29 – August 2, 2012, Vancouver, Canada


Panel moderator. “Responsible Management Education – A Dean’s Perspective,” The First PRME MENA Regional Forum, The American University in Cairo, October 2, 2011, Egypt. With Mehme Azoury (USEK, Lebanon), Enase Okonedo (Pan African University, Nigeria) and Baris Tan (Koc University, Turkey) and Steef van de Velde (Erasmus University, The Netherlands)

Program committee member, Fifth European Conference on Information Management and Evaluation (ECIME), September 8 - 9, 2011, Como, Italy.

Conferences, Workshops and Seminars Attended

Association to Advance Collegiate School of Business (AACSB) International Conference and Annual Meeting (ICAM) San Diego, California, USA, April 29 - May 1, 2012

European Foundation for Management Development (EFMD) Meeting for Deans and Directors-General, Nottingham, United Kingdom, February 2 - 3, 2012

Maha Mourad ’95, ’99

Assistant professor of Marketing

Refereed Journal Articles


**Refereed Edited Volumes**


Edited board member, “Cases on Web 2.0 in Developing Countries: Studies on Implementation, Application and Use,” 2012.

**Refereed Conference Proceedings**


**Peer-reviewed Paper Presentations**


FACULTY AND RESEARCH

Kevin O’Connell
Professor of Practice and Willard W. Brown Chair of International Business Leadership

Conferences Attended

*Academy of Management Annual Conference*, Boston, USA (August 3 - 7, 2012)

*EFMD MBA Conference in Maastricht*, The Netherlands (March 28 - 30, 2012)

Guest lecturer in International Business at ENPC Paris Tech, Paris, France (December 13, 2011)

Conducted the CIM Finance program at ENPC Paris Tech, Paris, France (December 10 - 11, 2011)

Nagla Rizk ’83, ’87
Associate Dean of Graduate studies and Research; Founding Director, Access to Knowledge for Development Center; Associate Professor of Economics

Journal Articles


Book Chapters


Conferences and Panel Presentation


“Network Theory, Online Media and the Arab Spring.” Internet Law Week (iLaw) 2011, Berkman Center for Internet and Society, Harvard University, Cambridge, September 6, 2011.
Khaled Samaha
Assistant Professor of Accounting

Refereed Journal Articles


Refereed Book
Refereed Book Chapters
www.igi-global.com/bookstore/chapter.aspx?titleid=54985

www.igi-global.com/bookstore/chapter.aspx?titleid=54982

Refereed Conference Proceedings


Conference Presentations

Conference Sessions Attended
Symposium One: “Do We Know Good Corporate Governance Practices?” May 9.
Conference presentation


2012 ASSA Annual Meeting, Chicago, IL, January 6 - 8, 2012.


Refereed Journal Article

Presentations


Thesis Supervision
Supervised two MA economics student theses, and was co-adviser in one MA public policy thesis.

Other
Continues to serve as a faculty affiliate to Harvard Business School (HBS) through the Microeconomics of Competitiveness (MOC) Network within the Institute for Strategy and Competitiveness chaired by Professor Michael E. Porter. In addition, Selim taught the Harvard MOC course at AUC’s School of Business in Spring 2012.
Iman Seoudi ’95, ’00
Assistant Professor of Management

Conference and Workshops Attended
Collaborative Workshop To Innovate, Accelerate and Integrate Your Entrepreneurship Program, Intel and Queen Rania Center for Entrepreneurship, Amman, Jordan, September 13 - 14, 2011.

Panelist
EABIS 11th Annual Colloquium: Strategic Innovation for Sustainability, Institute for Management Development (IMD), Lausanne, Switzerland, July 2 - 4, 2012.

Other Participations
Price-Babson Symposium for Entrepreneurship Educators, Babson College, Massachusetts, USA, January 8 - 12, 2012.
Refereed Journal Articles


Refereed Conference Proceedings


Refereed Book Chapters

Refereed Textbook

Conferences and Workshops
Fourth Eduniversal World Convention, Shanghai, China, October 2011.
Ahmed Tolba ’97, ’01
Assistant Professor of Marketing; Director, El-Khazindar Business Research and Case Center

Refereed Journal Articles


Books

Book Chapters

Eskandar Tooma ’98
Associate Professor of Finance; Director, Citadel Capital Financial Services Center

Refereed Journal Articles


Book Chapters


Conferences Attended
Conference Presentations

Conferences Attended
The Annual Conference of the Academy of Management: Informal Economy, City of Boston, August 3 - 7, 2012.

“Education is the pillar of any country, and I believe in it with my soul and keep thanking my late parents for my education because without it, I would have been a different person. Together, we must work hard to have the whole country share this belief and work toward this goal. Education, education and education. Otherwise, we can forget about modern Egypt. How does this impact or relate to the School of Business? AUC? It does. AUC has this magic aura, bringing on this feeling of belonging once you utter the three-letter word. Lately, I’m noticing that the School of Business is becoming just like AUC, and that is wonderful. When I look back at how the School of Business has evolved, it used to be the management department when I started my graduate studies in 1978, and later, when I was invited by my professors to give students some insights on business life, teach some courses related to banking, treasury and management skills, it was growing and expanding. But the beauty of it was, and has always been, that the school was always reaching out for talented, business, industrial, trading and administrative people to always provide a balance between academia and real life. That’s how success is created, and the School of Business epitomizes that, particularly with its new leadership. I’m proud to be associated with the school, and I’m proud of its achievements, whether on the international or local fronts.”

Nayera Amin ’76, ’81

Managing Director and Chief Executive Officer, Piraeus Bank Egypt; Member, Dean’s Strategic Advisory Board, School of Business, AUC
DEVELOPMENT
Institutional Development Division
Established in 2010, the Institutional Development Division aims at supporting the advancement of the School of Business through a number of efforts including: identifying, nurturing and incubating new initiatives; optimizing benefits of academic and corporate relations to enhance global positioning, degree and nondegree programs, and corporate relations; supporting fundraising efforts through identification of funding opportunities and development of funding proposals in coordination with AUC’s Office of Development and Office of Sponsored Programs; and developing the school’s brand as well as an effective communication channel with the school’s stakeholders. Additionally, one of the Institutional Development Division’s main duties is supporting the Dean’s Strategic Advisory Board and its three sub-committees.

School of Business Global Positioning and Outreach
The school has developed a dynamic and strong presence within different business associations including the European Foundation for Management Development (EFMD), Academy of Business in Society (EABIS), Association of African Business Schools (AABS) and the Principles for Responsible Management Education (PRME). The school’s involvement with the different networks included faculty and staff participation in international events, adding up to 10 EFMD-organized seminars and conferences, as well as four events organized by EABIS. With regard to project development, the school is taking the lead in the Food and Supply Chain in Africa program.

School of Business Alumni
AUC’s School of Business alumni are competent and skilled professionals in Egypt and the region. According to an analysis of School of Business graduates, administered by the Institutional Development Division, 1,011 AUC alumni work in Fortune 500 companies. Of those, 344 (34 percent) are School of Business graduates. In an effort to engage alumni in the school’s activities, the Institutional Development Division worked closely with the Management Center in developing an initiative titled Alumni as Instructors. The initiative was conducted in cooperation with AUC’s Career Center and Office of Alumni and Trustee Affairs. The Management Center interviewed 94 candidates, hiring three instructors.
Faculty Development

In line with the school’s strategic goal of recruiting, retaining and developing highly qualified faculty members as well as promoting excellence in teaching, the Institutional Development Division helped provide various faculty-development opportunities, internally and externally, through the Teaching Development Fund (FTDF).

2011 – 2012

Monal Abdel Baki, assistant professor of economics, and Ali Awni, associate professor of management, attended four modules in the One Planet MBA at Exeter University. The modules were: Introduction to Sustainability, Changing Business Environment, Innovation in Sustainable Finance, Sustainable Supply Chain Management and One Planet Cases.

December 2011

The School of Business invited Grenoble Graduate School of Business to hold a seminar on “Pedagogical Development and Course Delivery.” The two-day seminar included topics such as learning and teaching styles, cultural perspectives of the classroom, exploring the concept of mindfulness and its implications for teaching; as well as an introduction to notions of pedagogical leadership. The seminar was attended by 15 faculty members from all School of Business departments.

January 2012

Youssef F. Bissada, emeritus professor of entrepreneurship and family enterprise at INSEAD, held a simulation workshop attended by six faculty members from all school departments. The aim of the workshop was to prepare faculty members to use simulations for teaching and training purposes.

School of Business faculty members have been regularly participating in CEEMAN International Management Teachers Academy (IMTA). Developing a new generation of management educators for a new generation of business leaders, IMTA is an intensive and highly interactive two-week program with a well-balanced focus on general and discipline-specific aspects of management education. The program was attended by Iman Seoudi, assistant professor of management, and Nizar Becheikh, assistant professor of management, in June 2011 and June 2012.
Communication and Marketing
The division works rigorously on developing a distinguished brand for the School of Business as well as an efficient and informative channel of communication with the school’s different stakeholders. Traditional communication material, including the School of Business annual report, brochures, flyers and banners, have been revamped to provide a consistent and professional look and feel. The school has also enhanced its electronic and social media presence with current engagement of stakeholders via the school’s Facebook and Twitter accounts, as well as the University’s LinkedIn account. The bi-annual school newsletter has also been revamped, and efforts to enhance the school website are underway. Additionally, the Institutional Development Division organized several school-wide conferences, seminars and forums.

Total Likes 7,980↑1.33%  Friends of Fans 1,997,007↑1.24%
People Talking About This 161↑51.89%  Weekly Total Reach 2,466↑20.23%

938 followers 1,139 tweets
School Development Fund
The School Development Fund (SDF) was established to promote excellence in teaching, research and service. It provides the necessary financial and administrative support to continuously develop the skills and capacities required for faculty and staff members to excel in teaching, academic services, student activities, research and executive education. The SDF is divided into the following sub-funds:

The Faculty Teaching Development Fund (FTDF) was established in 2010 - 2011 to ensure that faculty members are continuously exposed to recent developments in their disciplines and that their theoretical knowledge and practical skills are regularly developed. FTDF activities encompass broad areas to help faculty members design curricula; acquire up-to-date teaching techniques and skills to improve student learning and develop higher education management programs in line with international quality and accreditation standards; as well as adapt teaching styles and delivery modes to match classroom dynamics in an international and culturally diverse environment.

The Faculty Research Development Fund (FRDF) was established in 2010 - 2011 to take research at the school to the next level. It facilitates, enhances, funds and rewards faculty members for outstanding research contributions through a number of initiatives:

a. The FRDF Award is presented to faculty members for exceptional contributions to the intellectual life and the quality of research output at the School of Business.

b. The Faculty Research Support Fund (FRSF) was established in 2011 - 2012 to provide assistance and support to faculty members conducting promising research projects.

The Staff Development Fund (SDF) was established in 2010 - 2011 to ensure that the school’s staff and management personnel are regularly in touch with the emerging trends in academic nondegree programs, student services, marketing, institutional development and corporate relations issues. SDF activities encompass broad areas to help staff and management personnel acquire up-to-date management and administrative skills necessary to improve student learning and develop higher education management programs, practices and processes in line with international quality and accreditation standards.

The Student Educational Development Fund (SEDF) was established in 2011 - 2012 to enhance the personal, academic and professional development opportunities for students. SEDF aims at promoting social responsibility, leadership and entrepreneurship among students by supporting participation at academic conferences and leading international competitions, as well as sponsoring innovative projects. SEDF also provides students with the opportunity to learn from business practitioners and gain hands-on practical experience to complement classroom learning. Additionally, SEDF helps students strengthen their international exposure and develop the skills and knowledge required to start a successful career in today’s global business environment.
“As I reflect on the past 18 months, I realize that although the concept of democracy is foreign to Egypt as a whole, it is not such a new concept to many Egyptians and institutions. A clear example is The American University in Cairo (AUC). I would like to take this opportunity to thank the faculty and staff of AUC. Since its inception, your institution embraced students not just from the United States and Egypt, but rather from all walks of life. Educating and molding young minds to accept one another in all aspects is, in my view, the epitome of democracy. One of the things I have always appreciated about AUC was a simple system that was implemented since its inception, a system built on one notion -- that AUC’s educational system is for the students and never against them. Such a notion is what will allow you to continue producing the best-in-class human capital for our nation that will drive our country into the future.

I wish you all the best in your future endeavors.”

Hisham Ezz El Arab
Chair and Managing Director, Commercial International Bank (CIB)
AWARDS AND HONORS
Honors Assemblies

Fall Undergraduate Honors Assembly (December 11, 2011)

Spring Undergraduate Honors Assembly (May 17, 2012)

Graduate Students Honors Assembly (May 6, 2012)
AWARDS AND HONORS

Student Awards at Competitions

Certified Financial Analyst Research Challenge Contest (February 14, 2012)

A team of School of Business finance students won top prize at the Certified Financial Analyst (CFA) Research Challenge contest, which was hosted by AUC and featured teams from Ain Shams University, Cairo University, Helwan University and the German University in Cairo. The AUC team consisted of Ahmed Amr Mohamed, Ahmed Helal, John Hanna, Youssef Samy and Yara El-Zahaby. The students were asked to deliver a research report and investment presentation for Arafa Group, a Cairo-based clothing manufacturer and exporter.

Hult Global Case Challenge Regional Competition (February 25, 2012)

MBA students won second place in the energy track of the Dubai regional finals. The team consisted of Ahmed Askar, Ahmed Diab, Mahmoud Omar and Nermin Hashem, who were awarded the title of Most Inspiring Team. The 2012 Hult Global Case Challenge, focusing on global poverty, consisted of a regional competition and a global final contest. Regional competitions are held in the five cities where Hult has campuses – Boston, San Francisco, London, Dubai and Shanghai. A sixth site was facilitated virtually, via Facebook.
AUC’s School of Business mourns Omar Aly Saad Mohsen, an economics senior who was scheduled to graduate in February 2012. Mohsen was among the 79 people killed in the tragic soccer match that took place on February 1, 2012 in Port Said.

At the provost’s retreat (April 27 – 28, 2012), Ain El Sokhna, an award was presented to the School of Business in memory of Omar Mohsen.

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**Omar Mohsen Memorial Award**

Omar Abou Seif, School of Business student (major: economics, minor: business administration)

*Presented at the School of Business Spring 2012 Undergraduate Honors Assembly (May 17)*

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**Omar Mohsen Cup**

Business Computer Center (BCC)

*Presented at the Omar Mohsen memorial soccer tournament (April 1 - 5, 2012), Organized by the Independent Syndicate at AUC*
ALUMNI AWARDS

Emerald Citation of Excellence Award
Carolyn Youssef, associate professor of management at the College of Business at Bellevue University and a research associate of Bellevue University’s Human Capital Lab, received the award for her article on “Emerging Positive Organizational Behavior” (Journal of Management, 2007). Youssef co-authored this article with Fred Luthans, a highly recognized scholar in the field of organizational behavior.

Etisalat Award for Arab Children’s Literature
Dalia Ibrahim, business administration graduate and acting chief executive officer of Nahdet Masr Publishing House, received the award for the book titled Teari ya Tayara (Fly Away Kite), written by Amani Al Ashmawi.

Award presented at the annual Emerald Award Winner’s Presentation (Texas, USA, August 12, 2011)

Award presented at the opening day of the 2011 Sharjah International Book Fair
Outstanding Alumni Awards

Akil Beshir, chair and chief executive officer, Telecom Egypt

School of Business Fall Undergraduate Honors Assembly (December 11, 2011)

Tarek Mansour, partner, PricewaterhouseCoopers

School of Business Graduate Honors Assembly (May 6, 2012)

Mohamed Samir, vice president, Procter & Gamble, Fabric Care, Western Europe

School of Business Spring Undergraduate Honors Assembly (May 17, 2012)

The Stephen S. Everhart Distinguished Business Award

Mohamed Bahaa ’09, ’10, vice president, DMA Farms

School of Business Spring Undergraduate Honors Assembly (May 17, 2012)
“Excellence in business happens only when passion to succeed is channeled to action by outstanding education, tempered with sound, pragmatic wisdom imparted by world-class faculty. The School of Business at AUC has established itself as a fountainhead of enabling generations of young men and women to be developed into exceptional professionals and entrepreneurs who have shaped the fortunes of leading organizations, businesses and countries. In the aftermath of the Arab Spring, there is an even greater need for institutions like AUC’s School of Business to rekindle the spirit of enterprise to generate jobs and prosperity for the millions who inhabit the Middle East and North Africa. As a company, Nestle has benefited from the smart thinking and committed young professionals who have passed through the portals of AUC.”

Suresh Narayanan

Chair and Chief Executive Officer, Nestle Egypt; Head, Nestle North East Africa Region
FACULTY AWARDS

Faculty Excellence Awards

Khaled Samaha, assistant professor, Department of Accounting

*AUC Undergraduate Commencement (February 18, 2012) - Excellence in Teaching*

Ahmed Abdel-Meguid, assistant professor, Department of Accounting

*School of Business Spring Undergraduate Honors Assembly (May 17, 2012) - Excellence in Service*

Mohamed El Bannan, assistant professor, Department of Accounting

*School of Business Spring Undergraduate Honors Assembly (May 17, 2012) - Excellence in Teaching*

Maha Mourad ’95, ’99, assistant professor, Department of Economics

*School of Business Spring Undergraduate Honors Assembly (May 17, 2012) - Excellence in Research*
AWARDS AND HONORS

Abla Abdel Latif, affiliate professor, Department of Economics
School of Business Spring Undergraduate Honors Assembly (May 17, 2012) - Adjunct Faculty Excellence in Teaching

Ibrahim Hegazy, associate professor of marketing
AUC Undergraduate Commencement Ceremony (June 2012) - Excellence in Academic Service

Faculty Appreciation Award

Talaat Abdel Malek, former professor of development and international economics
School of Business Fall Undergraduate Honors Assembly (December 11, 2011)

Mohga Badran ’75, professor and chair, Department of Management
School of Business Graduate Honors Assembly (May 6, 2012)
Badran was among Forbes Middle East’s Top 100 most powerful Arab businesswomen (2012).
2012 YOUNG GLOBAL LEADER (YGL)

Ayman Ismail ’95, ’97
Assistant Professor of Management and Abdul Latif Jameel Endowed Chair of Entrepreneurship Named YGL by World Economic Forum


In recognition of outstanding efforts by the School of Business to attain AACSB reaccreditation
Sherif Kamel ’87, ’90, dean, School of Business

In recognition of outstanding efforts in organizing the 2012 AUC Research Conference
Nagla Rizk ’83, ’87, associate dean of graduate studies and research; founding director, Access to Knowledge for Development Center; associate professor of economics

In recognition of outstanding contributions in support of AUC’s academic programs
Ahmed Tolba ’97, ’01, assistant professor of marketing; director of El-Khazindar Business Research and Case Center

School of Business Retreat, Ain El Sokhna (May 10 - 11, 2012)

Award and certificate in recognition of outstanding contributions to the School of Business in 2011 - 2012
Mohamed Radwan, adjunct assistant professor, Department of Management
Karim Seghir, associate dean of undergraduate studies and administration
Hamed Shamma ’99, ’02, assistant professor, Department of Management
Eskandar Tooma ’98, associate professor, Department of Management

Faculty Research Development Fund (FRDF) Awards
For exceptional contributions to the intellectual life and quality of research output in 2011 through the publication of
18 articles in top-tier journals
Monal Abdel Baki ’83, ’88, assistant professor, Department of Economics
Ahmed Abdel-Meguid, assistant professor, Department of Accounting
A memorial service was held on September 27, 2011, commemorating the life of Stephen Everhart, a highly respected faculty member who lost his life in Iraq in June 2011. Everhart had served as the associate dean of undergraduate studies and administration at the School of Business.

During the Eduniversal award ceremony (2011), where AUC was ranked second in Africa, Eduniversal presented the School of Business with an award in memory of the late Stephen Everhart, in recognition of his outstanding work and efforts.
STAFF AWARDS

Excellence Awards

Nadia Wahba, administrative assistant, Department of Management

School of Business Fall Undergraduate Honors Assembly (December 11, 2011) - Staff Excellence Award

Nancy Sidhom ’92, assistant to chair, Department of Economics

School of Business Spring Undergraduate Honors Assembly (May 17, 2012) - Staff Excellence Award

Mahalsmail, program manager, Institute of Management Development

School of Business Spring Undergraduate Honors Assembly (May 17, 2012) - Management Excellence Award
AWARDS AND HONORS


Award in recognition of leadership capacities and contributions to the School of Business
Ghada Howaidy ’86, ’91, director, International Executive Education Institute; director, institutional development, School of Business

Award in recognition of dedicated efforts and administrative skills in support of the School of Business
Lina Nada ’99, assistant to dean, School of Business

School of Business Retreat, Ain El Sokhna (May 10 - 11, 2012)

Awards and certificates in recognition of outstanding contributions to the School of Business in 2011 - 2012
Alaa Abdel Halim, program clerk, Institute of Quality Management
Maryclaire Abowd, academic assessment specialist, Office of Academic Assessment and Accreditation
Yousra Bakr ’06, ’08, graduate studies and research assistant
Mohamed Beshir, program clerk, Office of the Dean
Lana El Ramly, head, Office of Academic Assessment and Accreditation
Sabreya El Shoura, program manager, Real Estate Academy, International Executive Education Institute
Maha Farouk, assistant director for institutional development
Ghada Hafez, manager, Entrepreneurship and Innovation Program
Salma Halawa, electronic communications specialist, Institutional Development Division
Heba Ibrahim, specialist, Office of Student Services
Radwa Morsy, accreditation and continuous improvement officer, Quality Assurance Unit, Management Center
Lina Nada ’99, assistant to dean of the School of Business
May Ramadan ’99, senior manager, Office of Student Services

Feedback Application for School of Business Staff (FAB Staff)
This initiative was launched by the School of Business with the aim of creating an open loop of communication in which individuals are comfortable sharing their innovative ideas and constructive feedback. It provides ideas on ways to improve, insight into the needs of staff members and suggestions on ways to contribute to the overall growth of the school, leading to a more positive work environment.
“The School of Business at AUC epitomizes a vibrant academic community, rich and diverse in its field of study and dynamic in its freedom for explanation. Its undergraduate and graduate programs are both flourishing under the guidance of pioneering faculty in an outstanding environment. It mingles between foundations of knowledge and pragmatic aspects. AUC’s School of Business aids students in the process of understanding and appreciating the contexts in which they will operate. In addition, it enables them to refine and enhance their understanding of their own leadership potential. The School of Business at AUC has always been committed to fostering innovation in the communities it serves. Proficiency and innovation are the defining roles of the school, with special emphasis on hosting a large set of programs, the diversity of which are appreciated and nurtured by the learning community. Participants in these programs tend to be career advancers from many industries, and the main program objectives are generally to diffuse management innovation. The school comprises renowned faculty members who unite to pursue excellence and distinction, and focus as much on developing skills as transferring knowledge. The School of Business at AUC has what it takes to become one of the top schools in the region. I am confident that it will continue to flourish and outshine.”

Hassan Abdalla ’82, ’94

Vice Chair and Managing Director, Arab African International Bank, Egypt; Member, Dean’s Strategic Advisory Board, School of Business, AUC
FACULTY

102 Faculty Members
August 2012

49 Full-time faculty

49 Adjunct faculty

4 Emeritus
113

STAFF MEMBERS
AUGUST 2012
UNDERGRADUATE STUDENTS
AUGUST 2012

807
(ENROLLED)

285
(GRADUATED)
## MBA Graduate Students

<table>
<thead>
<tr>
<th></th>
<th>Fall 2011</th>
<th>Spring 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrolled</td>
<td>139</td>
<td>148</td>
</tr>
<tr>
<td>Graduated</td>
<td>23</td>
<td>30</td>
</tr>
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## Economics Programs Graduate Students

<table>
<thead>
<tr>
<th></th>
<th>Fall 2011</th>
<th>Spring 2012</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enrolled</td>
<td>73</td>
<td>72</td>
</tr>
<tr>
<td>Graduated</td>
<td>17</td>
<td>14</td>
</tr>
</tbody>
</table>

SCHOOL OF BUSINESS ANNUAL REPORT, 2011 - 2012
UNDERGRADUATE ALUMNI

7,463

- 3,951 Economics
- 3,001 Business Administration
- 511 Accounting
GRADUATE ALUMNI

2,071

1,196
Master of Business Administration

417
Economics

359
Management

99
Economics in International Development
MANAGEMENT CENTER

ALUMNI (1977-2012)

More than 168,000

30
PROGRAMS

PROFESSIONAL PROGRAMS
(2011-2012)

22
COURSES

SHORT COURSES
(2011-2012)

214
RUNS

INCLUDING NEW OR CONTINUING RUNS FOR PROGRAMS IN RUN MODE, OR SECTIONS FOR PROGRAMS IN SEMESTER MODE
(2011-2012)

310
INSTRUCTORS

INCLUDING 12 FULL-TIME FACULTY
(2011-2012)
CITADEL CAPITAL FINANCIAL SERVICES CENTER

TOTAL USERS (INCLUDING RECURRING USERS) (2006-2012)

1,867

GOLDMAN SACHS 10,000 WOMEN ENTREPRENEURSHIP AND LEADERSHIP (WEL) PROGRAM ALUMNI (2008-2012)

235
INTERNATIONAL EXECUTIVE EDUCATION INSTITUTE

ALUMNI (2008-2012)

661
(2011-2012)

191.5 Training Hours
183 Participants
47 Companies Served
1 Forum
7 Programs

(2011-2012)
WORKSHOPS

2 CASE WRITING  2 CASE SOLVING

INTERNATIONAL COMPETITIONS

4
PUBLICATIONS

**LONG CASES**
- 6 published
- 30+ under review

**MINI-CASES**
- 28

**LEAD ESSAYS**
- 10

**POLICY PAPERS**
- 1 published
- 2 in process

**MICRO-CASES**
- 2
REVENUES
(2011-2012)

$ 24 MILLION

- 79% Academic
- 17% Non-academic
- 2% Grants
- 1% Gifts
- 1% Endowments
- 0% Projects

Academic
Non-academic
Grants
Gifts
Endowments
Projects
EXPENSES
(2011-2012)

$ 24 MILLION

45% Contribution to AUC Shared Services
43% Operational
9% AUC Overhead allocated to School of Business
2% Grant
1% Gifts
0% Endowments
0% Projects
0% Cost Sharing